



Graduate School

WASHINGTON STATE UNIVERSITY

November 28, 2016

Dear Deans, Chairs, Provosts, and President,

In September, 2016 the Graduate School conducted a survey with graduate students who were admitted to WSU for fall 2016 semester but decided not to enroll. The survey was sent to 464 respondents and remained open for two weeks. In that period of time, the Graduate School received 154 completed surveys (33.2% response rate).

The majority of admitted students who completed the survey—82.8%—indicated that they would have preferred more contact from WSU after they were admitted. The Graduate School recognized a void in communication with students after they were admitted, and believed a survey would help understand the issues influencing their decisions to not enroll at WSU. While we recognize that some of the factors indicated in the survey cannot change, we also believe that several of the stated decision-making factors might be influenced by providing students with additional information during the admitted-to-enrolled time span.

The survey included 17 questions about the reasons students decided not to enroll at WSU after they were admitted. While some students decided not to attend any university because of work, health, or family issues, the majority of students decided to attend a different university. Survey results identified the following most common reasons prospects enrolled at a different university:

- Program (103)
- Location (79)
- Financial Aid (57)
- Tuition and Fees (30)
- Other (25)

The respondents who chose “other” stated a variety of reasons for their decision, including reputation, research interests, campus life, and stipends.

The majority of the respondents reported that they had a positive experience during the process of applying to WSU, whether they spoke with personnel from the Graduate School, the department, or a faculty member. While most (74.3%) believed that WSU did everything possible to provide them with the information they needed to enroll at WSU, 17% stated that a quicker response, a campus visit, or a better financial package could have influenced their decision to enroll.

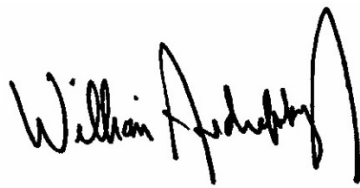
Some respondents reported that, after being admitted to WSU, they learned additional information that influenced their decision to not enroll at WSU. Of the 52 survey participants who received new information, 17 stated that the new information included finding a better financial package at a different university. The majority of respondents also stated that they may have enrolled at WSU had

they been offered more financial assistance (69%), felt more welcomed (31%), and been provided more information (47%).

The link to the complete data of the first annual Admitted-Not-Enrolled Survey is below. Based on this data, the Graduate School will be implementing an email campaign to students admitted for fall 2017, and will provide additional resources, such as websites that detail information about the cost of living, benefits of location, and resources for families. With the goal to increase the number of students who decide to enroll at WSU after being admitted, the Graduate School will be able to analyze the effectiveness of these communication efforts in September, 2017.

We hope you find this information useful. Please feel free to contact me if you have comments or suggestions. You may read the final results of the survey [HERE](#).

Sincerely,

A handwritten signature in black ink, reading "William Andrefsky". The signature is fluid and cursive, with a large, stylized initial "W" and "A".

William Andrefsky, Ph.D.
Dean, Graduate School