

**THE UNIVERSITY OF TEXAS AT DALLAS**

**YOUR OPINION MATTERS!**

**PLEASE TELL US WHAT YOU THINK OF OUR SERVICES.**

Date of your visit: \_\_\_\_\_ Time of your visit: \_\_\_\_\_

Office you visited: \_\_\_\_\_

Staff person who helped you: \_\_\_\_\_

	great	good	fair	poor
Courtesy of this person	_____	_____	_____	_____
Helpfulness of this person	_____	_____	_____	_____
Promptness of service	_____	_____	_____	_____
Overall quality of service	_____	_____	_____	_____

Reason for your visit? \_\_\_\_\_

\_\_\_\_\_

Comments or suggestions? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

☐ I WOULD LIKE A REPLY. Please call or write to me:

\_\_\_\_\_

Name

\_\_\_\_\_

Address

\_\_\_\_\_

City, State, Zip

\_\_\_\_\_

Telephone number (including area code)

**THANKS FOR TAKING THE TIME TO COMPLETE THIS FORM!**



**What are the names of your Presenters?**

Presenter's Names: \_\_\_\_\_

**Rate US: Please circle the following:**

	1 Not Great	2 Could Improve	3 Okay	4 Good	5 Great
Did you like our presentation?	1	2	3	4	5
Was it informative?	1	2	3	4	5
Was it entertaining?	1	2	3	4	5

Any information you would like added: \_\_\_\_\_

Areas for improvement: \_\_\_\_\_

Please return the survey to your RHET 1101 instructor. Thank you for feedback.

**On Campus Recruiting-Candidate Evaluation**

Candidate's Name: \_\_\_\_\_ Date: \_\_\_\_\_ Major: \_\_\_\_\_

We would appreciate your feedback regarding our UT Dallas students. Please take a few minutes to complete this evaluation form on each student and return it to the Employer Relations Coordinator.

	NA	Poor	Fair	Good	Excellent
Quality of Resume	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledge of Your Organization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Professional Impact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Communication Skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Professional Knowledge & Qualifications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments or Suggestions:

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\_\_\_\_\_  
Recruiter's Name (Optional)

With few exceptions, you are entitled on your request to be informed about the information U. T. Dallas collects about you. Under Sections 552.021 and 552.023 of the Texas Government Code, you are entitled to receive and review the information. Under Section 559.004 of the Texas Government Code, you are entitled to have U. T. Dallas correct information about you that is held by us and that is incorrect.

5/30/07

**On Campus Recruiting-Candidate Evaluation**

Candidate's Name: \_\_\_\_\_ Date: \_\_\_\_\_ Major: \_\_\_\_\_

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Knowledge of Your Organization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Professional Impact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Communication Skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Professional Knowledge & Qualifications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments or Suggestions:

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5/30/07

**UTD STUDENT SURVEY ANALYSIS**  
**January 2006**

**Submitted to:**  
**Dr. Darrelene Rachavong**  
**Vice President for Student Affairs**

**Donna Rogers**  
**Assistant Vice President of Student Affairs**  
**Dean of Students**

**By:**  
**Lara Zuehlke**  
**Marketing Manager**



## UTD STUDENT SURVEY ANALYSIS

### Overview

Understanding and evaluating students' perceptions of campus life has been a primary objective for the Student Life marketing team. To gain further insight into students' needs, attitudes and awareness relating to Student Life, the marketing team distributed a Web-based survey to all UTD students in September 2005.

As part of the marketing team's survey, broader questions relating to students' perceptions of UTD were also put forth. The team developed questions in conjunction with the Vice President for Public Affairs office that centered on student perceptions of UTD's overall strengths and value. We were also curious as to what led students to selecting UTD as their institution of choice and who played a role in that decision-making process.

The following analysis specifically addresses provided by undergraduate students on their attitudes and perceptions of UTD.

### Survey Results and Analysis

The survey tallied a return of approximately 4 percent, which is a fair return given that standard surveys average a 2 percent yield. Of the undergraduate students taking the survey, seniors ranked highest at 22.5 percent of respondents, followed by juniors at 22.1 percent, freshmen at 14.1 percent and sophomores at 10.1 percent. The breakdown between on- and off-campus residents was 43.8 percent and 56.6 percent, respectively.

The survey included seven questions focusing specifically on UTD. These included:

1. What was your primary motivation for attending UTD?
2. What 3 things do you like best about UTD?
3. Of the following qualities, which do you consider the 3 most important in selecting a college?
4. Who were the top 3 people that influenced your decision to attend UTD?
5. Aside from UTD, which schools did you consider attending?
6. What do you believe distinguishes UTD from other universities?
7. Would you recommend UTD to your friends or family? Please explain.

The majority of students selected 'location' as their primary reason for attending UTD, with the exception of freshmen, who overwhelmingly indicated (at 46.3 percent) that the 'availability of scholarships/financial aid' drove their decision.

While location was a motivating factor in why students selected UTD specifically, answers varied as to what three qualities they deemed most important in selecting a college. (Note: Respondents could select more than one answer.) The top three responses by classification were:

- *Freshmen:* Availability of scholarships/financial aid (55.2 percent); overall reputation of the university (52.2 percent); academically challenging (in their particular field of study) (50.7 percent)
- *Sophomores:* Overall reputation of university (58.3 percent); availability of scholarships/financial aid (45.8 percent); and location (45.8 percent)

- *Juniors*: Availability of scholarships/financial aid (54 percent); cost (52 percent); and overall reputation of university (50 percent)
- *Seniors*: Overall reputation of university (57 percent); cost (55.1 percent) and location (48.6 percent)

Overall, student feedback was quite positive about 'what 3 things they like best about UTD.' While responses ran the gamut, common themes emerged. These themes included (in no particular order):

- Location
- Housing
- University/class size (small)
- Faculty
- Academic programs/research
- Extra-curricular activities (organizations, events, leadership programs)
- People (faculty, staff)
- Diversity (cultural/ethnic)
- Facilities (Student Union, new buildings)
- Environment (friendly)
- Student services (respectful, helpful)
- Reputation
- On-campus jobs
- Food
- Youth of university
- Career opportunities (after graduation)
- School colors/spirit

The data indicates students were overwhelmingly independent in making the decision to attend UTD. On average, 94.5 percent of students responded 'myself' when asked who influenced their decision. Parents/family played a secondary role (63.3 percent) and friends were the third influencer (36.1 percent). UTD faculty/staff did have an impact on students' decision, which at 25.3 percent was significantly higher than that of high school guidance counselors at 11.9 percent on average.

Not surprisingly, UTD's primary competition for students came from other state schools with UT Austin and Texas A&M among the top. Other Texas schools included: Baylor, University of North Texas, University of Houston, SMU, TCU, Texas Tech, Rice, University of St. Thomas, Sam Houston, Midwestern and Texas Woman's University. Some competition came from out of state, including: Howard University, Duke, University of Oklahoma, Harvard, University of Massachusetts, University of Tennessee, MIT, Tulane, Cornell, University of Delaware, Arizona State and NYU.

Overall, students were quite positive and articulate when asked 'what do you believe distinguishes UTD from other universities?' Some responded with 'nothing' or 'don't know.' But the majority of the comments focused on the following issues:

- Good working relationship between students and faculty
- Work ethic/attitudes of students toward academics
- Commitment to academics above sports
- Faculty
- Campus size

- Academic reputation and research opportunities
- Campus environment
- Location
- Growth potential of university
- Youth of university

Because students' attitudes about UTD were overwhelmingly positive, many indicated that they 'would recommend UTD to friends or family.' Explaining why they would, students commented with:

- Professors lecture at an intellectual level
- Small and growing
- Location and classes are great
- If want strong, serious academic school
- Good reputation
- Cost

Other students were undecided if they would recommend UTD because they believed it depended on the person. Many students indicated they would only recommend UTD to those looking for educational purposes, not for sports or student life. A small minority of students answered that they would not recommend UTD if friends or family were looking for 'a real college experience' or a large social life or arts community.

## **Conclusion**

Overall, I believe the feedback from the student survey was quite positive. Despite the anecdotal stories I had heard upon my arrival at UTD, students were quite expressive about what they appreciate about the university. Of note, I was quite surprised to see how many commented that they liked that the university was young, academic-oriented and poised for growth. From this information, it is clear many undergraduate students are excited to be a part of UTD's future, not just during their time on campus, but hopefully as engaged alumni after they leave. More detailed survey data is available upon request.



# Graduate Follow-up Survey

With few exceptions, you are entitled on your request to be informed about the information U. T. Dallas collects about you. Under Sections 552.021 and 552.023 of the Texas Government Code, you are entitled to receive and review the information. Under Section 559.004 of the Texas Government Code, you are entitled to have U. T. Dallas correct information about you that is held by us and that is incorrect.

Your Social Security number (SSN) or UTD Identification number is being requested because it is a unique identification number, which is maintained for the purpose of providing summary statistics based upon discrete demographic criteria for the accreditation and reporting purposes. Your disclosure of such information is voluntary. Disclosure of your SSN or UTD Identification number will be governed by the Public Information Act (Chapter 552 of the Texas Government Code).

## PERSONAL IDENTIFICATION

Name \_\_\_\_\_

UTD-ID \_\_\_\_\_

Email Address \_\_\_\_\_

Did either of your parents graduate from college?

☐ Yes ☐ No

### Graduation Date

☐ May ☐ August ☐ December Year 200\_\_\_\_\_

### Degree Received

☐ Bachelors ☐ Masters ☐ MBA ☐ PhD

☐ Specialist ☐ Teacher Certification

### Major (s):

If you will start another degree program after graduation, have you been

☐ accepted to a graduate/professional school

☐ accepted to another undergraduate program

### Please list the

Institution \_\_\_\_\_

Location (City/State) \_\_\_\_\_

Intended Degree \_\_\_\_\_

Area of Study \_\_\_\_\_

If you did not seek or are not seeking new employment, which statement best describes why?

☐ I am committed to stay with/return to my employer

☐ I am company sponsored

*Note: These relate to permanent, full- or part-time employment. Do NOT list a Co-op/Internship employer.*

Employer Name \_\_\_\_\_

Location (City/State) \_\_\_\_\_

Job Title \_\_\_\_\_

Start Date \_\_\_\_\_

Salary \_\_\_\_\_

*Confidential for Aggregate Statistical Purposes only*

☐ I am starting a new business as owner

☐ I am not currently and have no immediate plans to seek employment

☐ Other Reason \_\_\_\_\_

If you sought new employment, what best describes your situation now?

☐ accepted a job with a new employer

☐ not committed to prior employer, but accepted a job there

☐ holding an offer(s), but have not accepted

☐ not currently employed, but I am seeking employment

☐ other (please explain) \_\_\_\_\_

## YOUR NEW JOB

☐ Full-time employment ☐ Part-time employment

Your Employer \_\_\_\_\_

Your Position (Job Title) \_\_\_\_\_

Location (City/State) \_\_\_\_\_

Start Date \_\_\_\_\_

Salary \_\_\_\_\_

*Confidential for Aggregate Statistical Purposes only*

What was the primary source for the job you accepted?

### UTD Career Center-facilitated

☐ Job posting

☐ Resume book, web resume, or resume referral

☐ Employer information meeting/reception/dinner

☐ Career Expo

☐ Consortia or off-campus activity supported by the Career Center

☐ Interviewed on- or off-campus

☐ Video/telephone interview

☐ Job kiosk

☐ Faculty referral

☐ Alumni referral

☐ Other UTD-facilitated source

### Internship

☐ Internship from UTD-facilitated source led to full-time

☐ Internship from self-directed search led to full-time

### Student-facilitated

☐ Personal network

☐ Executive recruiter or other third-party source

☐ Internet (other than Career Center website)

☐ Newspaper, magazine or other advertisement

☐ Direct mail campaign

☐ Other student-facilitated source

## Professional Experience

☐ 1 year or less ☐ 1-3 years ☐ 3-5 years ☐ more than 5 years