

# ***Campus Attrition Survey Results***

*Marketing Dept  
April 13, 2006*

## Attrition Survey Results - Methodology

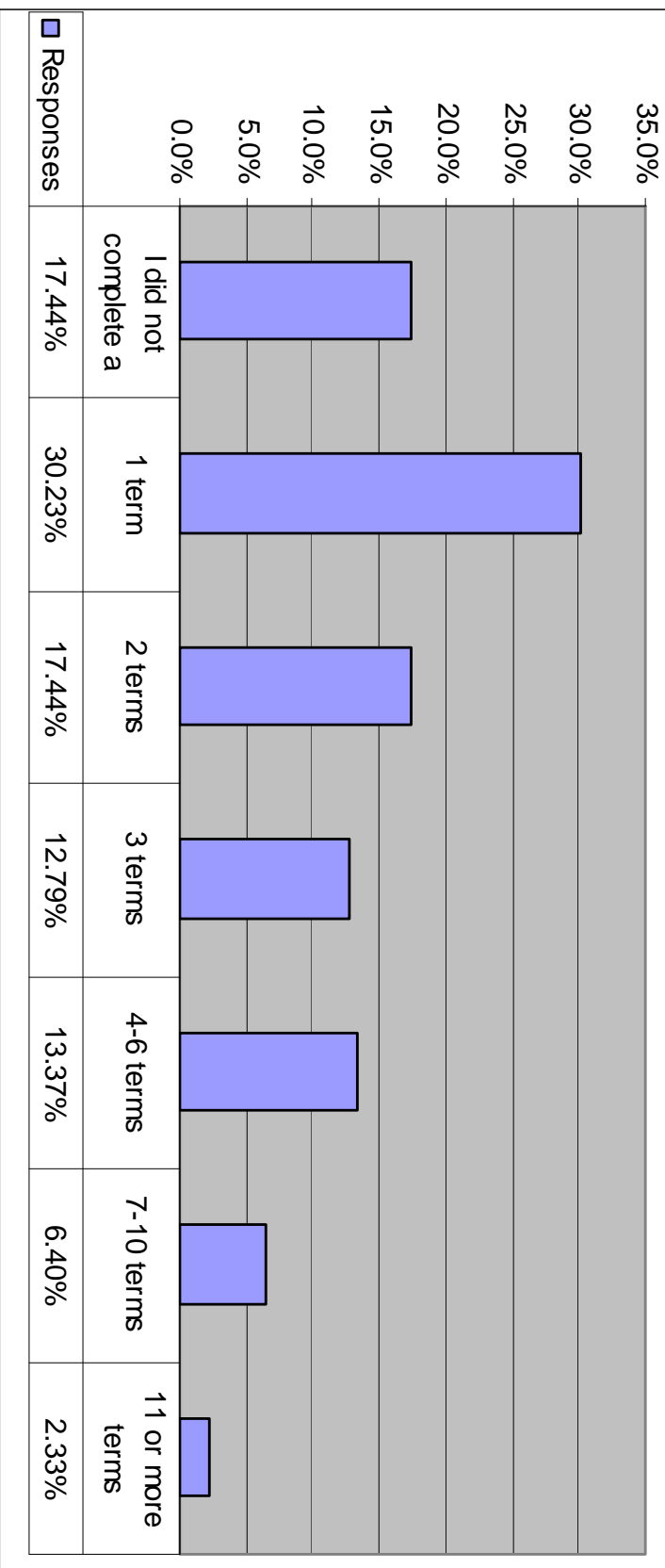
- Emailed survey invitations are sent monthly to recent drops from prior month for all Tech campuses.
- 2005 Q4 – Students who dropped Oct-Dec 05 (111 survey responses).
- 2006 Q1 – Students who dropped Jan-Mar 06 (62 survey responses as of 4/7/06).
- WOL is a separate survey.
- No incentive is offered to complete survey.
- Sample size not large enough yet for campus/program comparisons.

## Attrition Survey Respondents – Campus and Program Mix

- The Virginia campuses and ATL are under-represented in the survey respondents.
- All other tech campus representation ranged from 4% to 10.4% (DNN) of survey respondents.
- In program mix, 19.7% of respondents withdrew from the CJ program. Medical Assisting had the next highest representation at 9.2% of respondents.

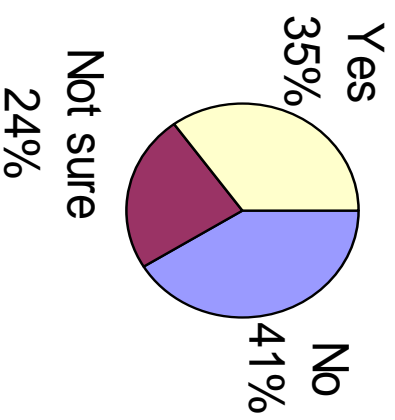
# Attrition Survey Results - # of terms completed

How many terms did you fully complete for this program?



# Attrition Survey Results – Interest in Returning to Westwood College

Do you have any interest in returning to Westwood College in the future?

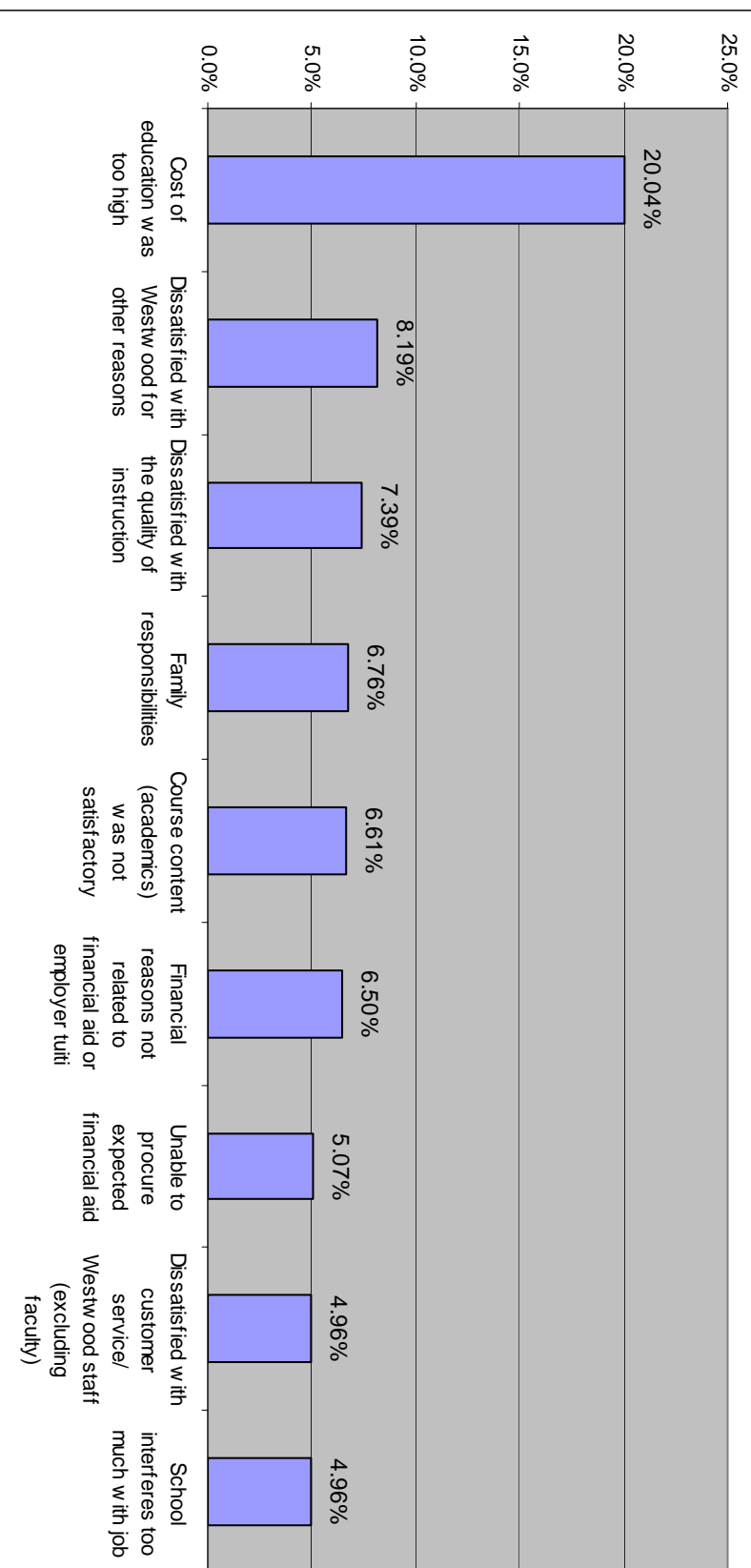


## Attrition Survey Results – Top reasons for withdrawing

- Respondent scoring method – the following point system was used to determine the Top reasons (the ratings were changed on this question from Major/Minor/Not a factor to #1, #2 and #3 reasons):
  - #1 Reason = 10 pts
  - #2 Reason / Major Factor = 7 pts
  - #3 Reason = 5 pts
  - Minor Factor = 4 pts
  - Not a Factor = 0 pts

# Attrition Survey Results – Top reasons for withdrawing

Primary Reason for Withdrawal - Top 9



# Attrition Survey Results – Expectation Ratings

On a scale of 1 to 5, please indicate how well each of the following factors met your expectations:

- 1 - Greatly below expectations; 2 - Somewhat below expectations; 3 - Met expectations;
- 4 - Somewhat exceeded expectations; 5 - Greatly exceeded expectations

Reason	Avg Rating
Quality of the admissions representative	3.38
Weekly time requirements of the program	3.25
Classroom discussion/classmate interaction	3.14
Customer service provided by Westwood College staff	3.07
The campus environment	3.02
Difficulty of coursework	2.98
Quality of instructors	2.96

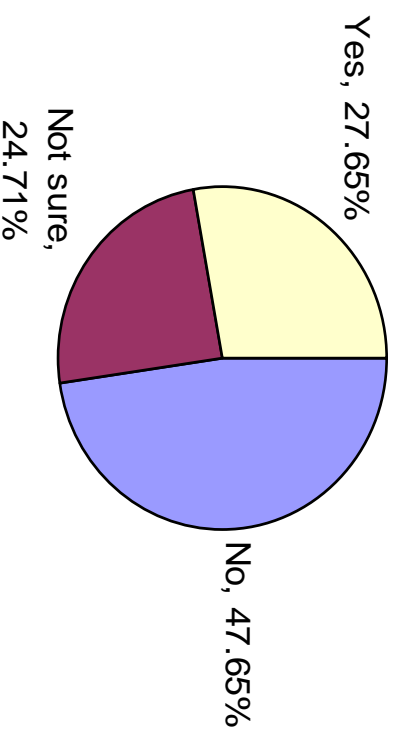


## **Attrition Survey Results – Description of why you left Westwood:**

- Financial Reasons – tuition too high, can't afford payments
- Personal / Family Reasons – changed jobs, pregnancy, caretaker role, moved
- Accreditation / Credit Transfers
- Unsatisfied with program – not challenged enough, course offering determined last minute, not up to par
- Unsatisfied with instructors – quality, knowledge, experience
- Scheduling – program not offered at night, military conflicts with schedule

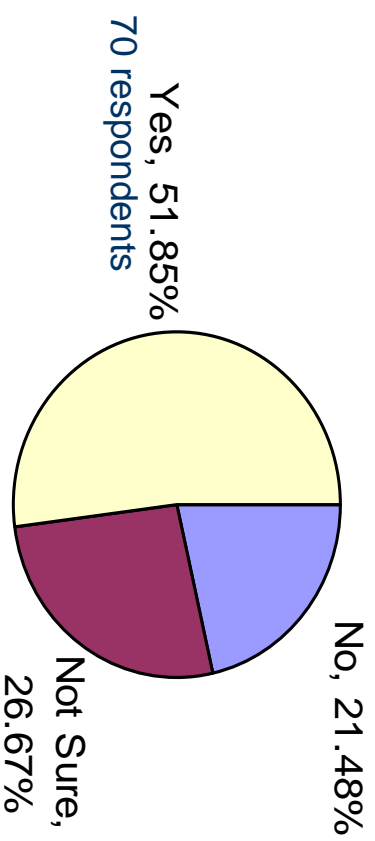
# Attrition Survey Results – Plans to return within 6 months

Do you plan to return to Westwood College within the next 6 months?



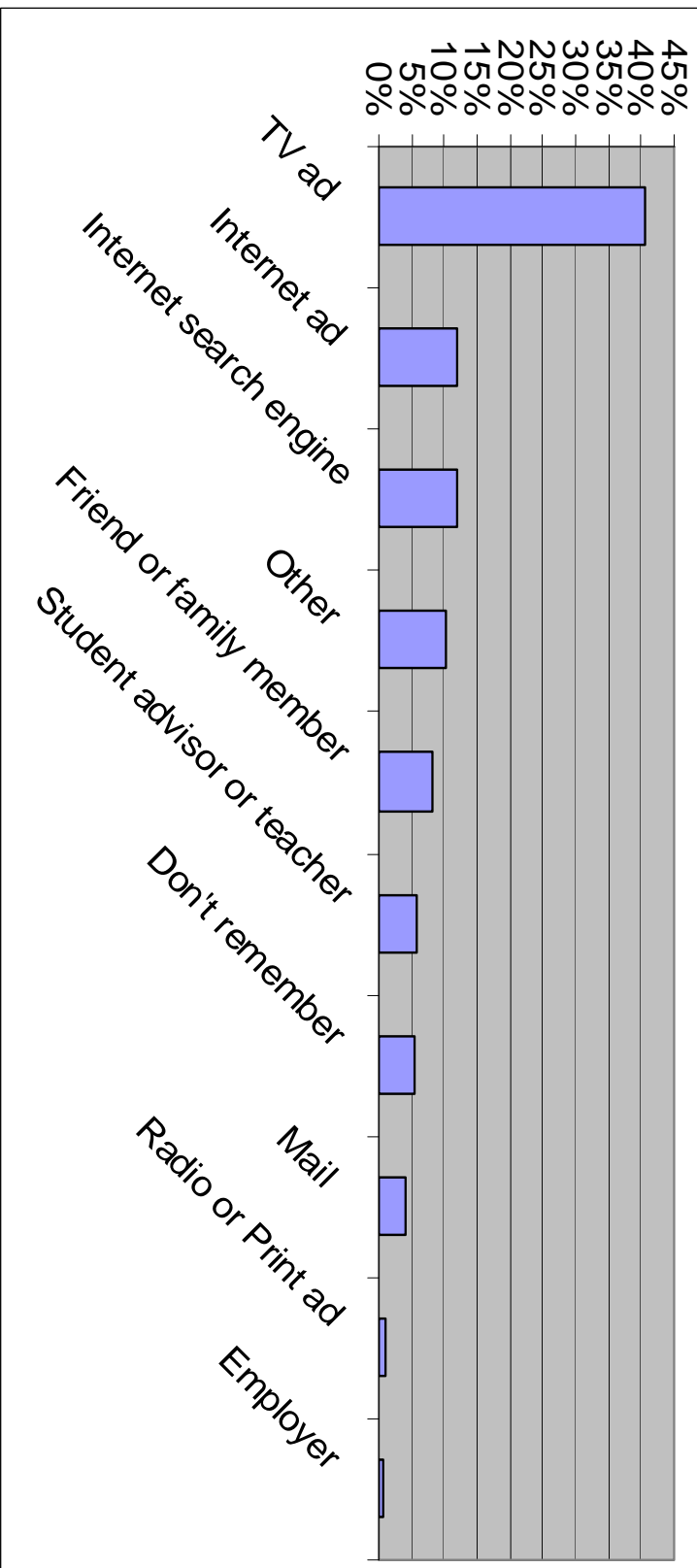
# Attrition Survey Results – Plans to enroll at another school in 6 months

If no, do you plan to enroll at a school other than Westwood College within the next 6 months?



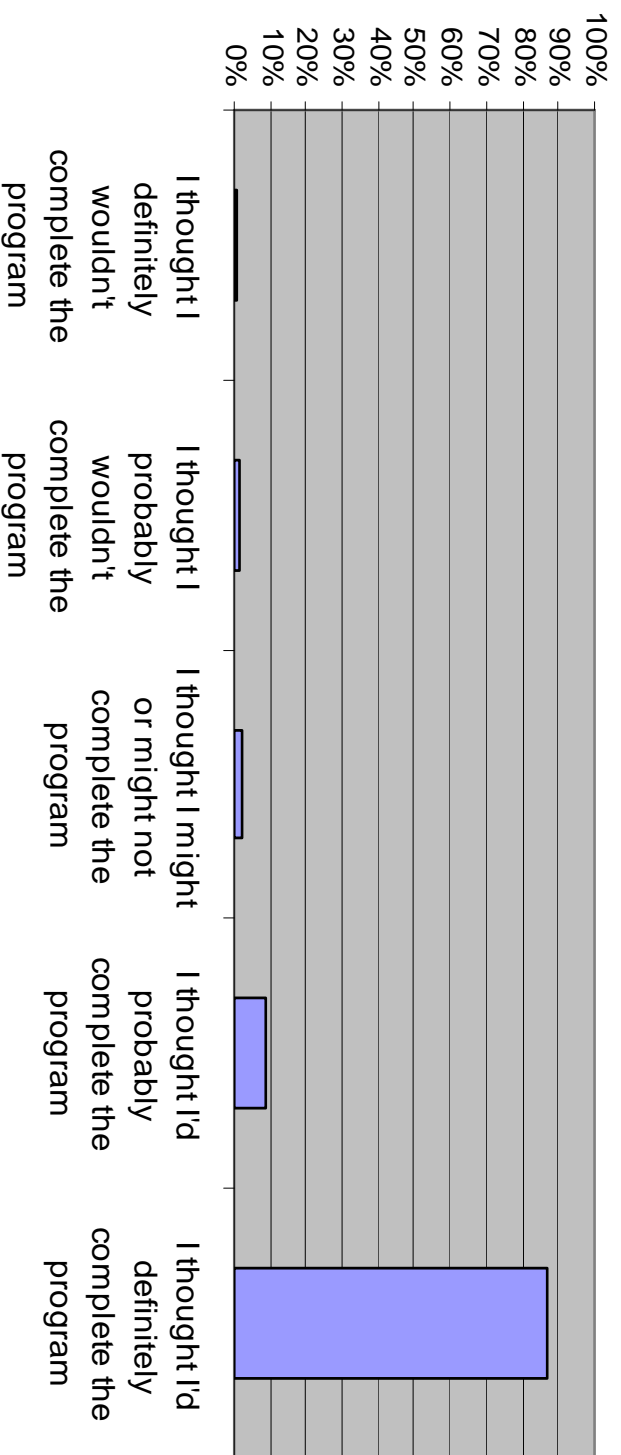
# Attrition Survey Results – First learn of Westwood

How did you first learn of Westwood College?



# Attrition Survey Results – Expectations at enrollment

Thinking back to when you initially applied to Westwood College, which statement best matches your expectations at the time about completing your Program?



# Attrition Survey Results – Summary Findings

- Majority of students decide to drop very early in their program (78% of respondents dropped prior to their 4<sup>th</sup> term).
- Cost of Education is the top reason for dropping – for some respondents this means the costs are simply unattainable (need to afford housing and food first), but for others, it means the perceived value (program content, quality of instructors, credit transfers, etc..) is not in line with the tuition costs.
- The Quality of Instructors and Difficulty of Coursework fell slightly below the expectations of respondents.

## Attrition Survey Results – Summary Findings con't

- 27.7% of respondents plan to return to Westwood within 6 months; another 25% are uncertain – important to continue to follow up with these folks.
- 70 out of 173 (40%) of respondents plan to enroll elsewhere within 6 months = lost opportunity.
- At the time of enrollment, 96% of respondents thought they would complete their program.

## Attrition Survey Results – Summary Findings con't

- A larger respondent base will provide more opportunity to compare and contrast the different programs and campuses.
- Marketing Dept is working on a more in-depth analysis of the lead to graduate lifecycle – attrition reasons will be an important part of that analysis.
- All survey comments will be categorized and distributed to appropriate areas.