

Student Survey Summary

In follow-up to the white paper “Attracting the Best Students,” a student survey was conducted. All of the students were asked to fill out the survey, and 79 of the 86 current students completed the survey. The survey was intended to only be five questions, but a sixth question was added at the last minute. Because the sixth question was not added to the typed survey, and just sent out in an email, some people simply forgot to include the sixth question in their submitted survey. The survey consisted of the following questions:

1. How did you first hear about Webb?
2. What attracted you to seek further information?
3. How did you follow-up?
4. What were the two most significant factors in deciding to enroll?
5. If you had to repeat the college admissions process again, would you pick Webb? Why or why not?
6. Would you have paid tuition to come to Webb? If yes, how much would you have been willing to pay?

Because the survey was not a multiple choice answer survey, the answers for each question varied. This paper will briefly summarize, question by question, the raw data that was extracted from the surveys.

1. How did you first hear about Webb?

Over half of the surveyed students heard about Webb either through snail-mail information, or from a parent, family friend, friend or an alumnus. About a third of the surveyed heard about Webb from the internet, teacher or counselor, or a college guide. By far the most striking statistic is that only one of the current Webb students found out about Webb from a college fair. I know that members of the Department of Student Services attend many college fairs a year, and the number of college fairs attended may need to be reevaluated. If we are not attracting students based on college fair attendance, then maybe we should look into going to less college fairs. Because a majority of the students heard about Webb through word-of-mouth, we should focus on being the best so that what people say about Webb is good. Also, the personalized postcard seemed to be a popular advertising item among the students.

2. What attracted you to seek further information?

By in large, the curriculum/field of study, was the main attracting factor for prospective Webb students. Also, another factor in seeking further information was the full tuition scholarship. The engineering focus was another factor for perspective students seeking more information.

3. How did you follow-up?

The majority of the surveyed said that they followed up by taking a tour and visiting Webb. Others followed-up by looking Webb up on the internet, or looked at the website. Many of the surveyed commented that the old website was much better than the new website. Some

people used the website to request more information, or simply called the school for more information.

4. What were the two most significant factors in deciding to enroll?

The most significant factor among the surveyed in deciding to enroll was the major/curriculum/education. Many people indicated that the fact that the curriculum is not padded with liberal arts classes and focused on engineering was very appealing. The size and environment of the school was also very important to the surveyed. Many of the surveyed indicated that the full tuition scholarship was very important in deciding to come to Webb.

5. If you had to repeat the college admissions process again, would you pick Webb? Why or why not?

Out of the 79 students surveyed, only four indicated that they would not come to Webb if they had to repeat the college admissions process again, and another 11 indicated that they may not attend Webb (the circumstances played a big role). It is clear from the earlier question in the survey that word of mouth seems to be one of the best recruiting tools for Webb Institute. As long as the students are happy with their experience at Webb, then the information that is being passed on about Webb will continue to be good. Some indicated that false information was passed on to them during the admissions process—that recreational boats were studied during the course of four years at Webb. A few more indicated that the administration is putting a stranglehold on the students, and that Webb is not truly a student run school.

6. If you had to pay tuition at Webb, would you? If so, how much?

Because this question was added after the survey was initially distributed, the answers for this question were scattered. Some people were willing to pay in-state tuition, some private school tuition, or a smaller tuition fee. Many people commented that by not having the full-tuition scholarship, Webb Institute becomes a completely different place. Many people came to Webb because of the scholarship, and the whole mission of Webb, as delineated by William Webb, would be destroyed. Another good point that was made was if tuition was charged that many people would not feel obligated to give back to the school after graduation.

Overall, I feel that the most important thing for the school to do is maintain its reputation for being the best so that the information that is passed by word of mouth is beneficial for Webb. The curriculum needs to stay engineering focused, and the full-tuition scholarship needs to be maintained. Webb also needs to reevaluate its presence at college fairs. The raw data from this survey can be found in the following pages.