



**STAMATS**

*Promises kept.*

**Parents of Prospective Student Trending Study**

# **Saint Mary's College**

*presented by*

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# About Stamats

Stamats is recognized and respected as the nation's higher education integrated marketing thought leader. Our comprehensive array of innovative products and services has set the standard for pairing insightful, research-based strategic counsel with compelling creative solutions.

Our approach is simple: recognize the unique needs and expectations of each client and draw on more than 50 years of higher education experience for every project we undertake.

At all times, we promise the highest level of professional service and attention to detail in the industry because, in the end, we know our success is measured entirely by the success of our clients.



## Research, Planning, and Consulting

- Brand clarification and development
- Image and perception studies
- Tuition pricing elasticity and brand value studies
- Recruiting and marketing assessments, plans, and counsel

## Strategic Creative

- Institutional, admission, and advancement websites
- Mobile and social media solutions
- Recruiting and advancement campaigns and publications
- Virtual and experiential tours
- Institutional identity
- Advertising campaigns
- TV, video, and radio



# Objectives and Method

- **Study objectives**

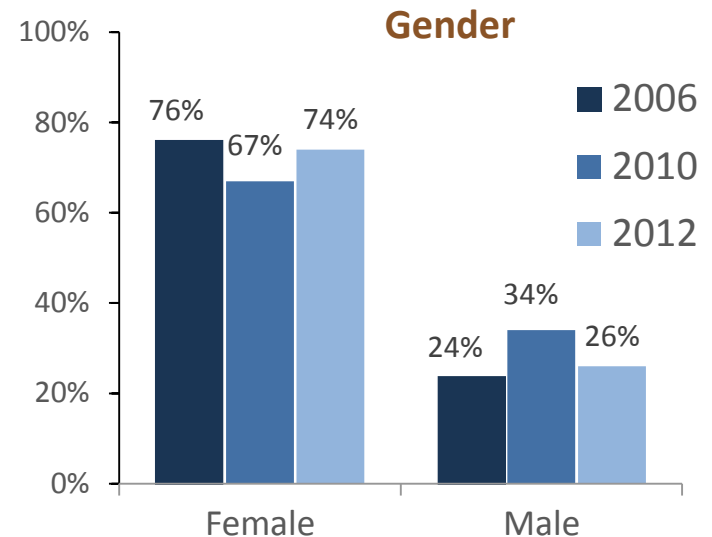
- Determine the thoughts and opinions parents of prospective students have of Saint Mary's College, including perceived strengths and weaknesses of the College
- Determine how parents of prospective students are learning about Saint Mary's College
- Determine how parents of prospective students perceive Saint Mary's on the attributes they regard as most important
- Make comparisons between 2006, 2010, and 2012 survey results

- **Method**

- Stamats completed 200 telephone interviews among parents of prospective students (Note: the study in 2006 consisted of 377 completes and in 2010 a total of 200 completes)
- The calling list was provided by Saint Mary's and consisted of high school juniors (rising seniors) who have inquired about the College but have not yet applied
- The calling was conducted in June 2010
- Survey development, fieldwork, data entry, and analysis conducted by Stamats
- Sampling error estimated at  $\pm 6.9\%$  at the 95% confidence level

# Demographic Overview: 2012 Respondents

- **Religious preference (top 8)** – 70% Catholic; 7% Christian; 4% no preference; 3% Baptist; 3% Protestant; 2% Methodist; 2% Nondenominational; 2% Presbyterian
- **Educational achievement** – 17% high school diploma or GED; 4% some college, no degree; 12% associate degree; 41% bachelor's; 21% master's; 5% doctorate; 1% other
- **Daughter's anticipated major (top 7)** – 14% pre-med; 13% undecided; 11% nursing; 8% business; 5% elementary education; 5% psychology; 5% engineering



- **Annual household income** – 4% less than \$25,000; 9% \$25,000 to \$49,999; 14% \$50,000 to \$74,999; 17% \$75,000 to \$99,999; 17% \$100,000 to \$124,999; 12% \$125,000 to \$150,000; 20% over \$150,000; 9% refused to answer
- **Ethnicity** – 82% white or Caucasian; 10% black or African American; 6% Hispanic or Latina; 2% more than one race; 1% Asian; 1% refused to answer
- **Relative attended a women's college** – 31% yes; 69% no
  - **Family member attended** – 48% mom; 30% grandma; 30% aunt; 30% sister; 13% cousin
- **Type of high school daughter attending** – 53% public; 45% private; 2% charter; 1% home schooled
- **Daughter's letter grade category** – 69% A- to A+; 24% B- to B+; 8% C- to C+; 1% don't know
- **Daughter's high school grad year** – 100% 2013

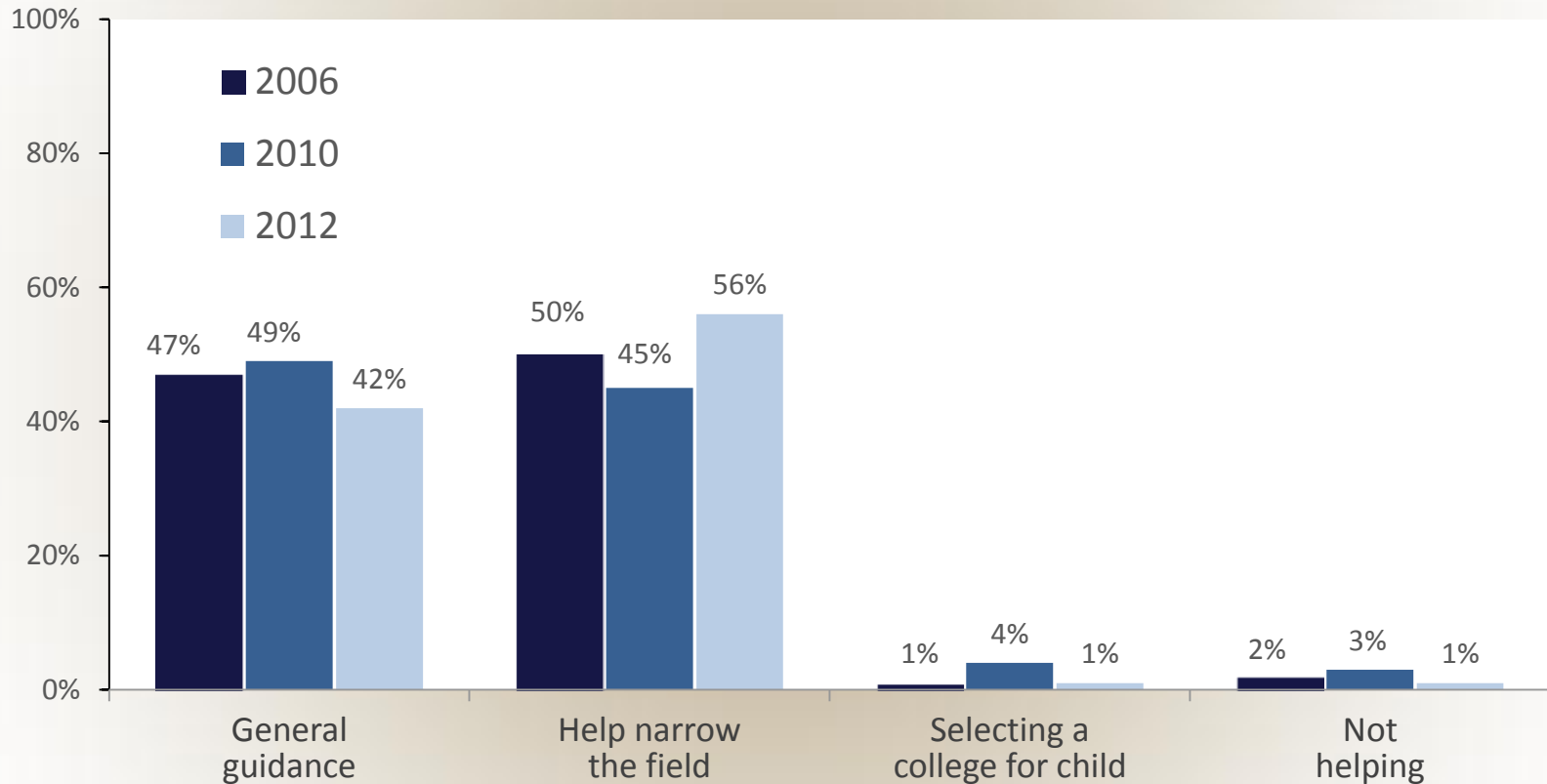
# Geographic Distribution of 2012 Respondents



- 23% of respondents are located in IN, 23% in IL, and 14% Michigan

# Aided: Parents' Role in College Search

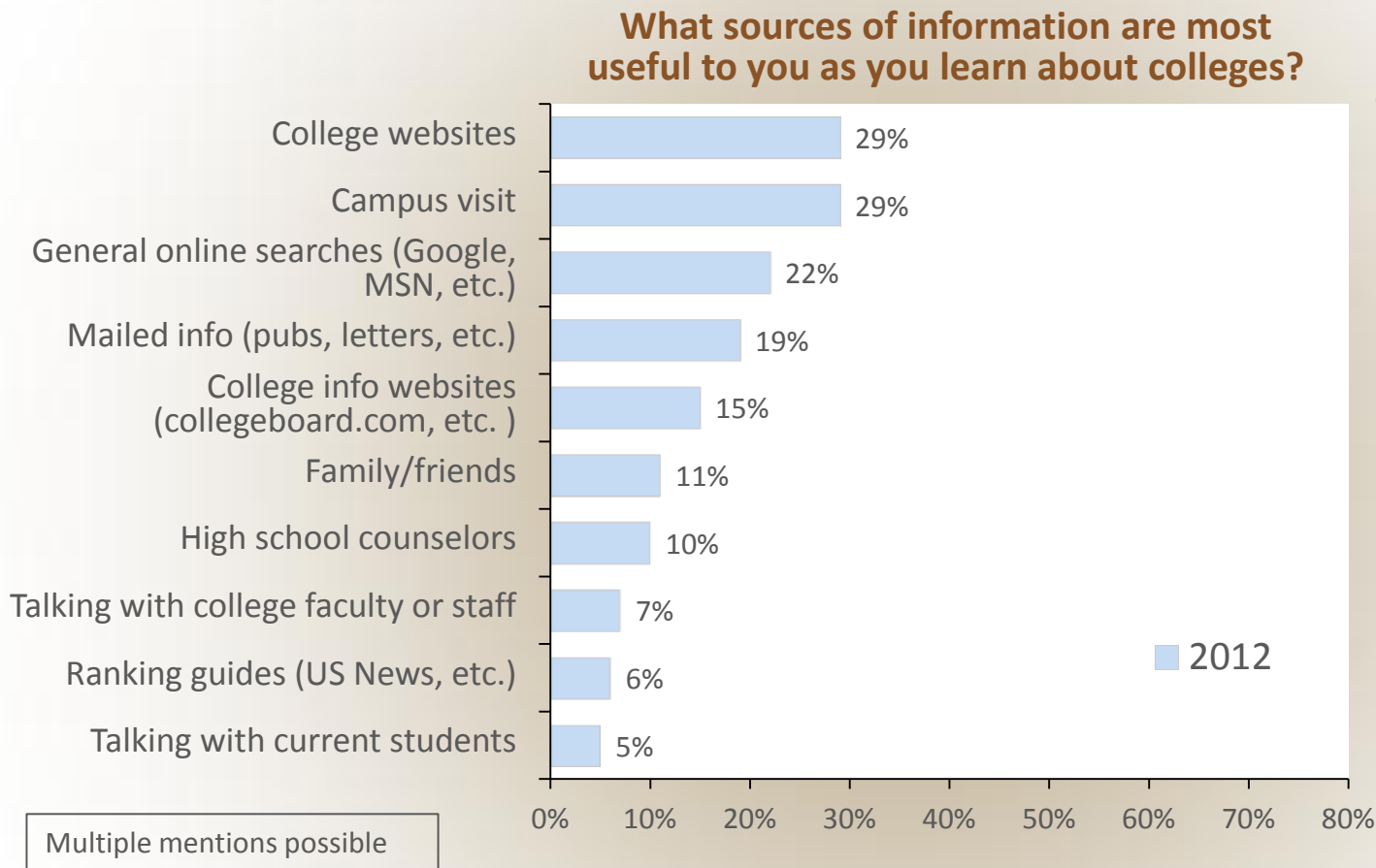
How would you describe the role you are playing in your daughter's decision about what college or university to attend?



- Parents are more apt to help their child create their short list of potential colleges today than they were just two years ago
- 2012 data: No significant difference was found in the role parents play in the college search when examined by parent type—mom or dad



# Unaided: Top Source of College Information



- **Top sources in 2010:**
  - College websites (40%)
  - Campus visits (26%)
  - Mailed info from college (21%)
  - High school counselors (13%)
  - Ranking guides (11%)
  - Online/Internet (11%)

- Today, parents are seeking more information online through college websites, general searches, and college information sites. Notice the shift from parents relying mostly on college websites in 2010 to also incorporating other online resources in 2012
- As in 2010, parents prefer to see for themselves what a college has to offer their daughter by visiting campus

# Aided: Importance of College-Choice Characteristics

Please tell me how important each of these characteristics is to you as you select a college. 5=Extremely important; 1=Not at all important

Attributes	Mean Scores			% Rating Extremely Important		
	2006	2010	2012	2006	2010	2012
Quality of your daughter's major/program	4.5	4.7	4.8	67%	75%	86%
Quality of faculty as outstanding teachers	4.6	4.6	4.8	63%	65%	82%
Career preparation	4.4	4.6	4.8	56%	67%	80%
Access to faculty	—	—	4.7	—	—	75%
The quality of faculty as positive mentors	4.4	4.6	4.7	54%	63%	75%
Success of graduates	4.4	4.5	4.7	58%	60%	72%
Quality of academic facilities	4.4	4.5	4.7	53%	54%	69%
The school is student-centered; focused on its students	—	4.5	4.7	—	56%	70%
Quality of faculty as experts in their field	4.4	4.4	4.7	55%	55%	73%
Instills confidence in its students	4.4	4.4	4.7	58%	58%	74%
Overall academic reputation of the school	4.6	4.5	4.6	68%	61%	65%
Amount of financial aid available, including scholarships	4.1	4.2	4.6	48%	55%	71%
Provides students opportunities to develop leadership skills	4.2	4.2	4.5	41%	46%	57%

- Red indicates a significant different mean score or percent when examined by year
- Attributes highlighted in blue indicate an increase of 19 or more percentage points from 2006 to 2012 of those rating the attribute “extremely important”



# Aided: Importance of College-Choice Characteristics

Please tell me how important each of these characteristics is to you as you select a college. 5=Extremely important; 1=Not at all important

Attributes	Mean Score			% Rating Extremely Important		
	2006	2010	2012	2006	2010	2012
Offers an ideal learning environment for women	4.1	4.2	4.5	48%	45%	60%
Value, cost vs. quality	—	—	4.5	—	—	57%
Cost to attend	3.9	4.2	4.4	40%	49%	54%
Ability to graduate in four years	—	—	4.4	—	—	57%
Quality of campus facilities	3.8	3.9	4.2	23%	22%	31%
Variety of on-campus activities	3.7	3.7	4.0	18%	17%	23%
Small class sizes, less than 20 students	—	—	4.0	—	—	32%
The school would offer a fun college experience	3.4	3.6	3.8	18%	24%	21%
The curriculum has a solid liberal arts emphasis	3.7	3.6	3.7	27%	27%	24%
Ethnic diversity of students on campus	3.4	3.2	3.6	17%	15%	17%
Your daughter attending a college close to home, within a four-hour drive	—	—	3.5	—	—	21%
Provides a strong Catholic community	3.2	3.3	3.5	24%	25%	28%

- Red indicates a significant different mean score or percent when examined by year
- Attributes highlighted in blue indicate an increase of 19 or more percentage points from 2006 to 2012 of those rating the attribute “extremely important”

# Importance of College-Choice Characteristics

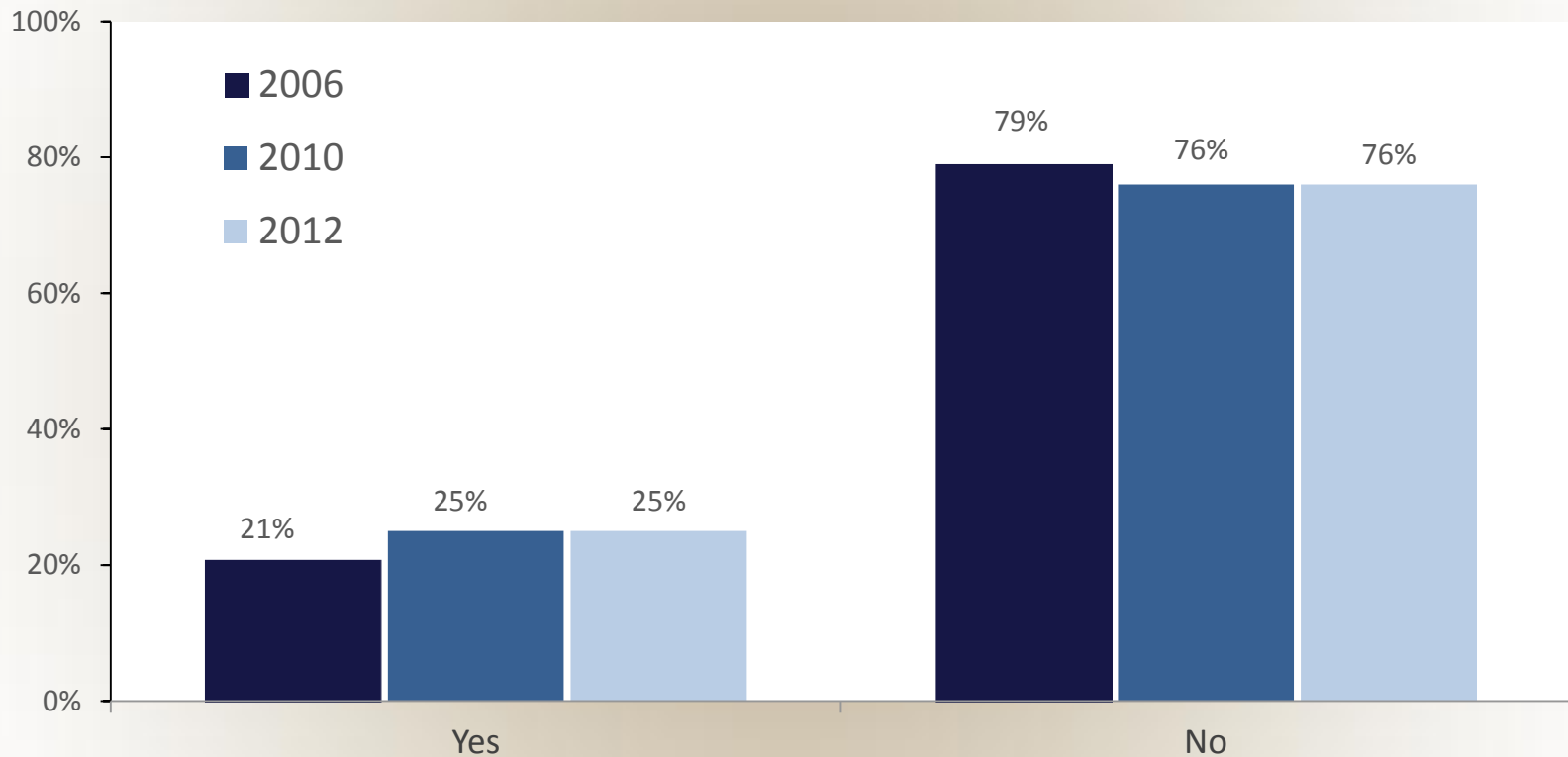
- Parents have increased expectations for their daughters future college/university experience as the majority of attributes tested have seen a significant increase in the mean importance ratings
  - These results are consistent with Saint Mary's 2012 inquiry study
- Attributes experiencing the greatest increases in importance, a 19 or more percentage point increase since 2006 in parents naming them “extremely important”
  - Career preparation (up 24 percentage points)
  - Amount of financial aid available, including scholarships (up 23 percentage points)
  - The quality of faculty as a positive mentor (up 21 percentage points)
  - Quality of your daughter's major/program (up 19 percentage points)
  - Quality of faculty as outstanding teachers (up 19 percentage points)
- Keep in mind, parents are most concerned with program quality, career preparation, and quality of faculty—outstanding teachers, access, and being positive mentors. Three-quarters or more of parents indicated these are “extremely important” in a college for their daughter

# Importance of College-Choice Characteristics

- Parents likely to encourage their daughter to attend a Catholic college/university place more importance on the following college-choice factors than those unlikely to encourage a Catholic-based education
  - Quality of outstanding teachers
  - Quality of faculty as experts in their field
  - The curriculum has a solid liberal arts emphasis
  - Instills confidence in its students
  - Small class sizes
  - Access to faculty
  - Provides a strong Catholic community
- This is positive as Saint Mary's scores well on many on these attributes (slides 18–19)

# Aided: Decided on a College

Has your daughter decided on a particular college or university?



- All parent respondents have a daughter graduating from high school in 2013
- These studies were conducted within a similar time frame, therefore it's not surprising to see similar results

# Unaided: Top-Choice Institution, 2012 Data

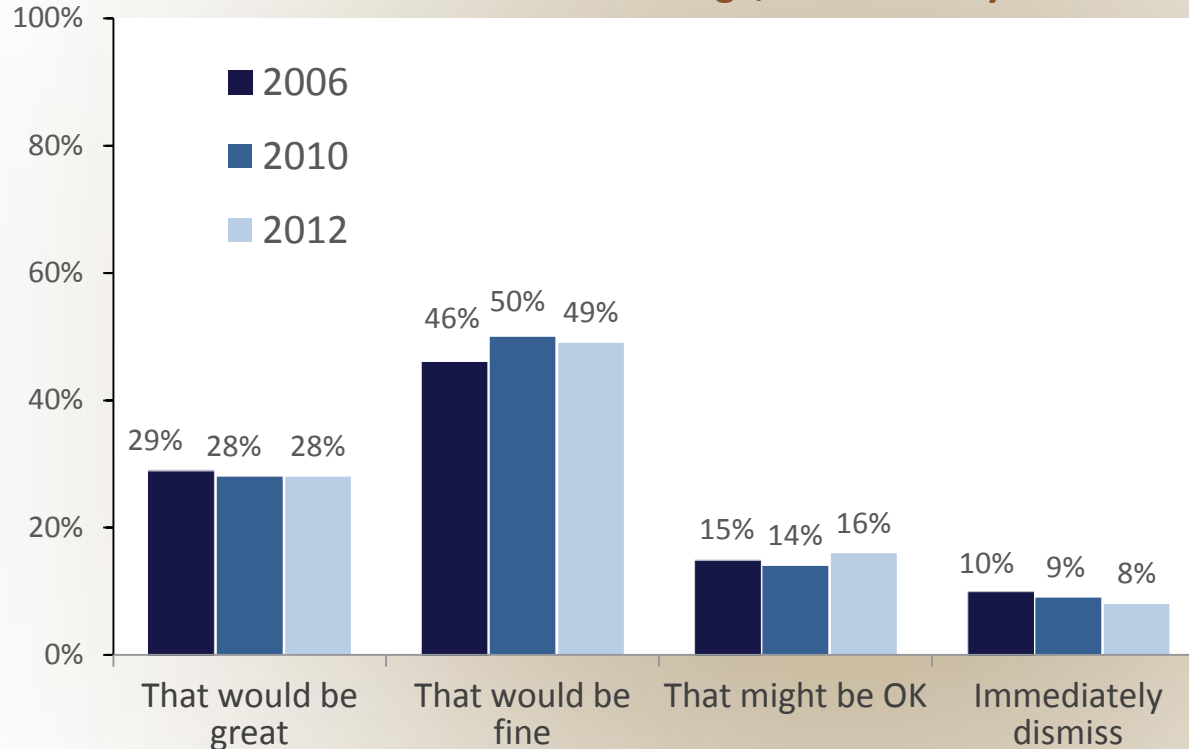
**What is the name of your top-choice institution at this time for your daughter?**

	2012
Don't know	15%
Saint Mary's College	11%
Notre Dame University	7%
Purdue University	4%
Indiana University–Purdue University Fort Wayne	2%
Indiana University	2%
Marian University	2%
Miami of Ohio	2%
Northwestern University	2%
Marquette University	2%
Washington University in St Louis	2%

- Parents citing Saint Mary's as top choice for their daughter by year:
  - In 2006, 7%
  - In 2010, 11%
  - In 2012, 11%
- No gains were found in the preference of Saint Mary's among parents. However, Saint Mary's was able to maintain which could be considered a positive in a struggling economy

# Aided: Feelings on Women's Colleges

**If a college met all of your criteria and you discovered it was a women's college, how would you react?**

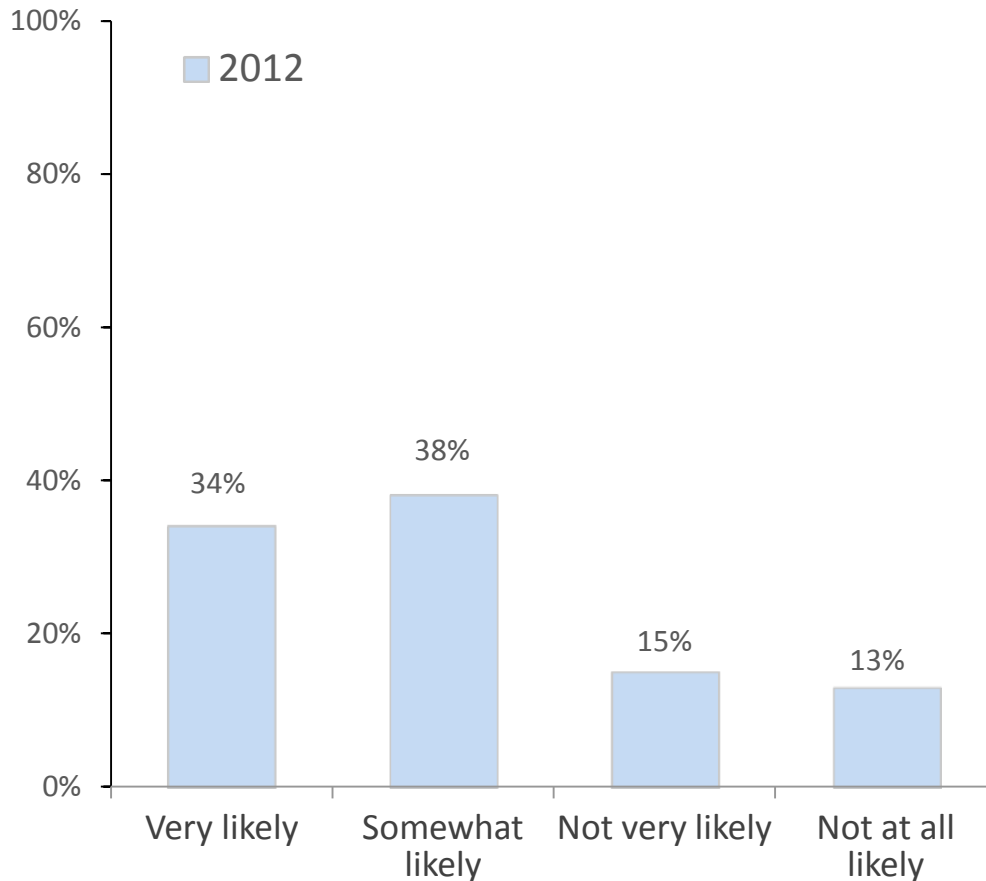


- Values as defined in the survey instrument:
  - It would be great—I was thinking about having my daughter attend a women's college.
  - That would be fine—I haven't thought about having my daughter attend a women's college, but I would explore it so see if that might work for her.
  - It might be OK—but they would really have to convince me that my daughter could live and learn at a women's college.
  - I would immediately dismiss them from my daughter's college list.

- Parents remain open to the idea of their daughter attending an all-women's college
- As in previous years, respondents who have had a relative attend an all-women's college are more open to allowing their daughter to attend—37% think it “would be great” to 24% with no relative who had attended

# Aided: Likelihood of Attending a Catholic College

How likely are you to encourage your daughter to attend a Catholic college or university?



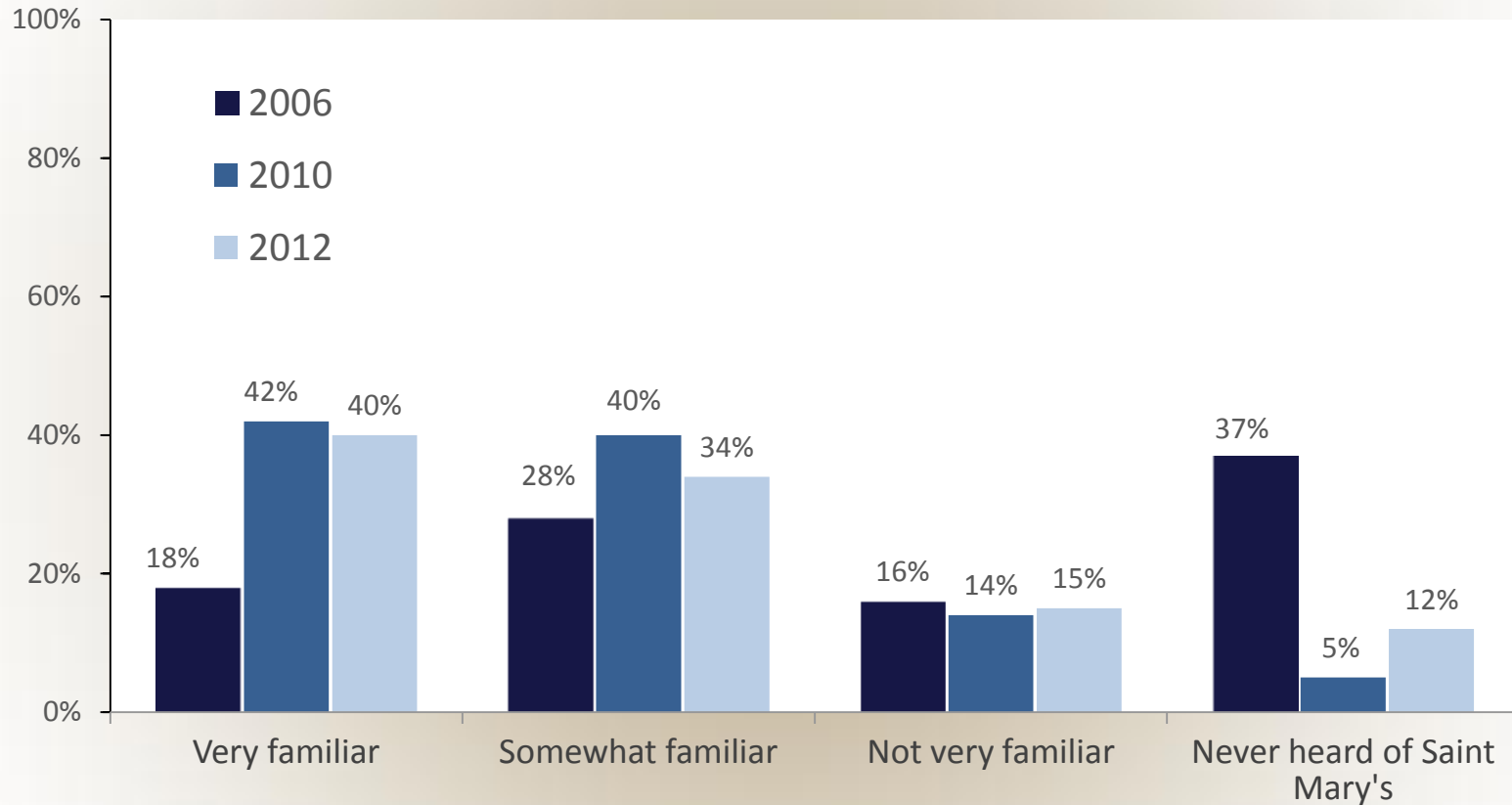
- 72% of those “very likely” to encourage their daughter to attend a Catholic college have an “excellent” impression of Saint Mary’s compared to 31% of those “somewhat likely” to encourage

- What elements of a Catholic-based education do you value most?
  - Values, morals ( 33%)
  - Christian environment, faith in day-to-day life (25%)
  - Faith-based learning (15%)
  - Strong academics well-rounded (13%)
  - Atmosphere—sense of community, family-focus (11%)
  - Don’t know (8%)
  - The religion (6%)
  - Service emphasis (6%)
  - Tradition (6%)
  - Being around like-minded people (4%)
  - Able to speak freely about your religion (4%)



# Aided: Familiarity of Saint Mary's College

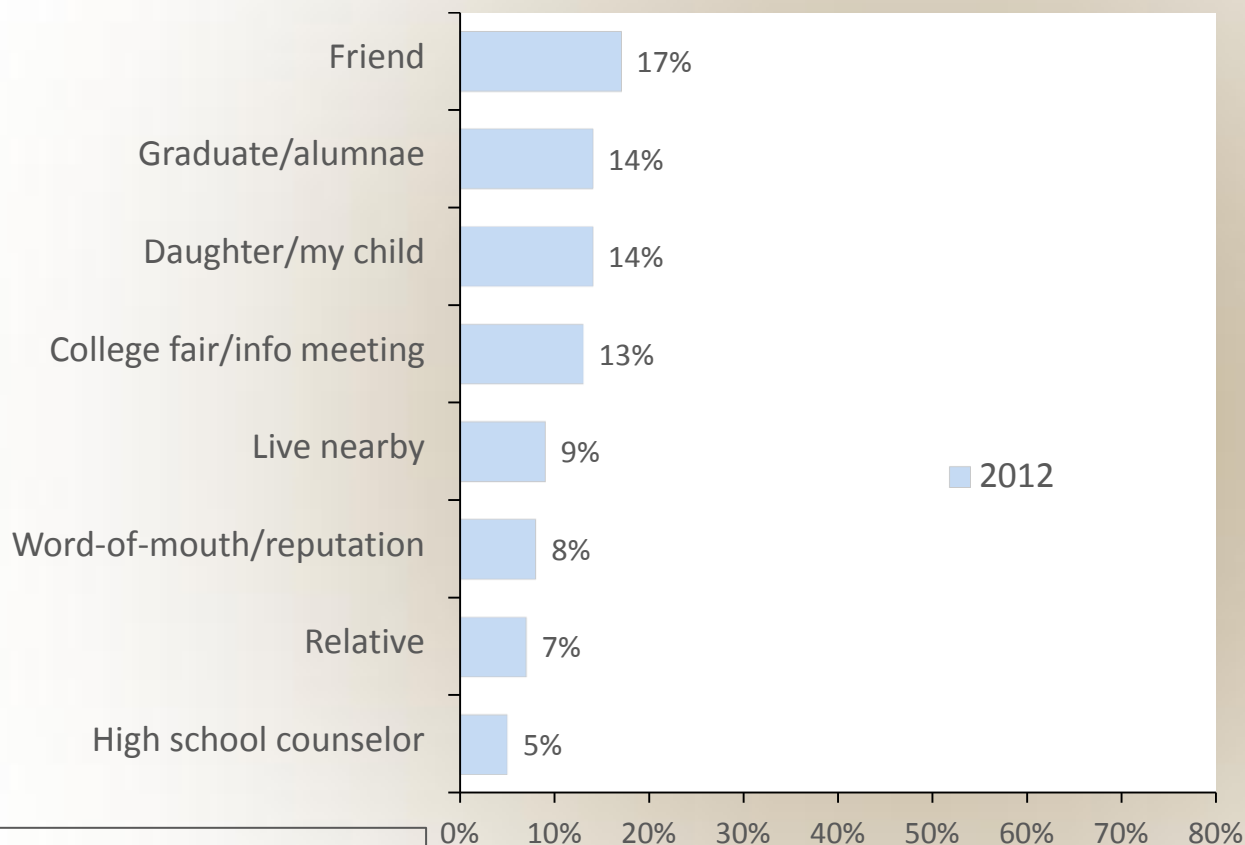
How familiar are you with Saint Mary's College?



- Familiarity among parents is similar to those seen in 2010. There is a slight upswing in those indicating they have never heard of Saint Mary's but it's relatively minor

# Unaided: First Learn of Saint Mary's

## Where did you first hear about Saint Mary's?



### • Top ways parents learned about Saint Mary's in 2006:

- Friend (15%)
- Recruitment pubs (15%)
- Live nearby (12%)
- College fair (10%)
- Graduate/alumnae (8%)
- Family member attended (7%)

### • Top ways parents learned about Saint Mary's in 2010:

- Live nearby (12%)
- Daughter/my child (11%)
- Relative (11%)
- Friend (8%)
- College fair (8%)
- Graduate/alumnae (8%)
- When attending/visiting Notre Dame (5%)

- In 2006, recruitment pubs were #2 in ways parents initially learned of Saint Mary's. In 2010 and now in 2012, publications did not even make the top sources
- Instead, parents are learning about Saint Mary's through word-of-mouth from friends, alumnae, their daughter, and other relatives

# Aided: Perceptions of Saint Mary's

Please rate your perceptions of Saint Mary's for each of the following attributes on a 5-point scale. 5=Excellent; 1=Very poor

Attributes	Mean Scores			% Rating Excellent		
	2006	2010	2012	2006	2010	2012
The fact that the average class at Saint Mary's has less than 20 students	—	—	4.6	—	—	63%
Saint Mary's provides a strong Catholic community	4.5	4.5	4.5	65%	68%	63%
Saint Mary's offers an ideal learning environment for women	4.3	4.2	4.5	50%	46%	56%
Saint Mary's instills confidence in its students	4.3	4.2	4.3	49%	41%	48%
Saint Mary's provides students opportunities to develop leadership skills	4.3	4.1	4.3	44%	36%	48%
Overall academic reputation of Saint Mary's	4.3	4.2	4.3	42%	41%	46%
Access to faculty at Saint Mary's	—	—	4.3	—	—	44%
Ability to graduate in four years	—	—	4.2	—	—	47%
The quality of faculty as positive mentors	4.3	4.0	4.2	46%	29%	40%
Success of Saint Mary's graduates	4.1	3.9	4.2	38%	23%	40%
Saint Mary's student-centeredness	—	3.9	4.2		26%	39%
Quality of faculty as outstanding teachers	4.1	3.9	4.2	35%	26%	36%

- Red indicates a significantly different mean score or percent when examined by year

# Aided: Perceptions of Saint Mary's

Please rate your perceptions of Saint Mary's for each of the following attributes on a 5-point scale. 5=Excellent; 1=Very poor

Attributes	Mean Scores			% Rating Excellent		
	2006	2010	2012	2006	2010	2012
Career preparation at Saint Mary's	4.1	4.0	4.1	38%	27%	38%
Quality of faculty as experts in their field	4.0	3.9	4.1	34%	22%	35%
Saint Mary's curriculum has a solid liberal arts emphasis	4.2	3.9	4.1	43%	31%	31%
Quality of academic facilities	4.0	3.9	4.0	28%	24%	27%
Quality of campus facilities	4.0	3.8	4.0	28%	20%	24%
Saint Mary's would offer a fun college experience	3.9	3.9	3.9	29%	26%	27%
Variety of on-campus activities	3.7	3.7	3.9	20%	23%	23%
Distance of Saint Mary's from your home	—	—	3.8	—	—	36%
Quality of your daughter's majors/programs at Saint Mary's	3.8	3.8	3.8	27%	21%	26%
Value, cost vs. quality	—	—	3.8	—	—	20%
Amount of financial aid available, including scholarships	3.5	3.3	3.6	14%	9%	18%
Ethnic diversity of students on campus	3.3	3.4	3.5	12%	12%	15%
Cost to attend	3.4	3.1	3.3	11%	8%	9%

- Red indicates a significantly different mean score or percent when examined by year

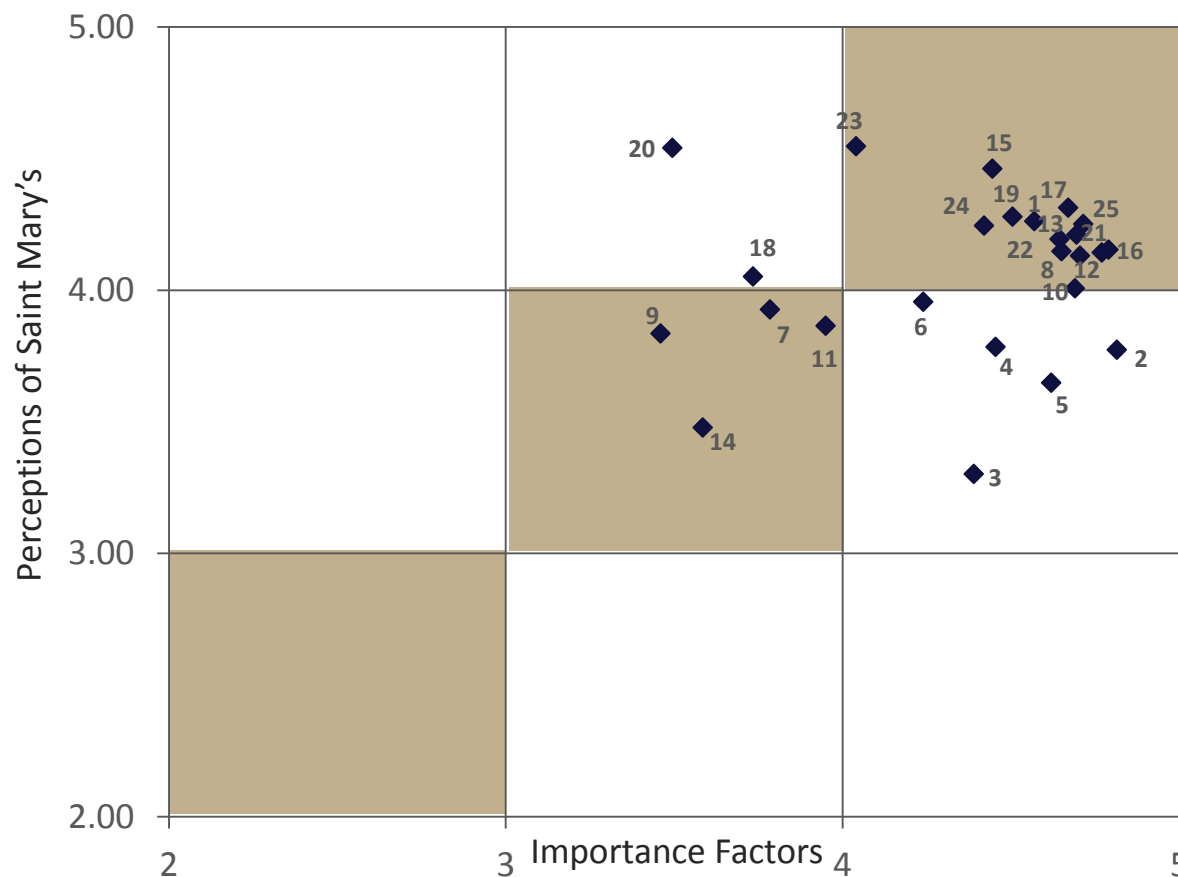
# Implications

- Saint Mary's is most well-known for its small class size, strong Catholic community, and an ideal learning environment for women
- While improvements were found in the perceptions of Saint Mary's from 2010 to present, many were merely returning to ratings previously seen in 2006. These include:
  - Saint Mary's provides students opportunities to develop leadership skills
  - The quality of faculty as positive mentors
  - Success of Saint Mary's graduates
  - Quality of faculty as outstanding teachers
  - Career preparation at Saint Mary's
  - Saint Mary's curriculum has a solid liberal arts emphasis
  - Cost to attend
- Attributes with significant improvements since 2006 include:
  - Saint Mary's offers an ideal learning environment for women
  - Saint Mary's student-centeredness (was added in 2010)
  - Ethnic diversity of students on campus
- Parents who've not had a family member attend a women's college have a significantly lower perception of Saint Mary's in these areas: (1) ability to offer a fun college experience (2) solid liberal arts emphasis, and (3) student-centeredness
- In addition, parents likely to encourage a Catholic college/university for their child rated Saint Mary's significantly higher on nearly every aspect except location, cost, and class size

# Importance vs. Perceptions of Saint Mary's

- The following slides depict how parents of inquiries perceive and value different college attributes
- In an ideal world, all attributes should fall into one of the three shaded segments. This would indicate that perceptions of Saint Mary's are generally in-line with the importance parents of inquiries place upon them
- Attributes in a box below the shaded segments indicate areas in which Saint Mary's needs to focus on improving
- Attributes in a box above the shaded segments indicate areas in which Saint Mary's is, from the perspective of respondents, over-performing

# 2012 Data: Perception & Importance Ratings



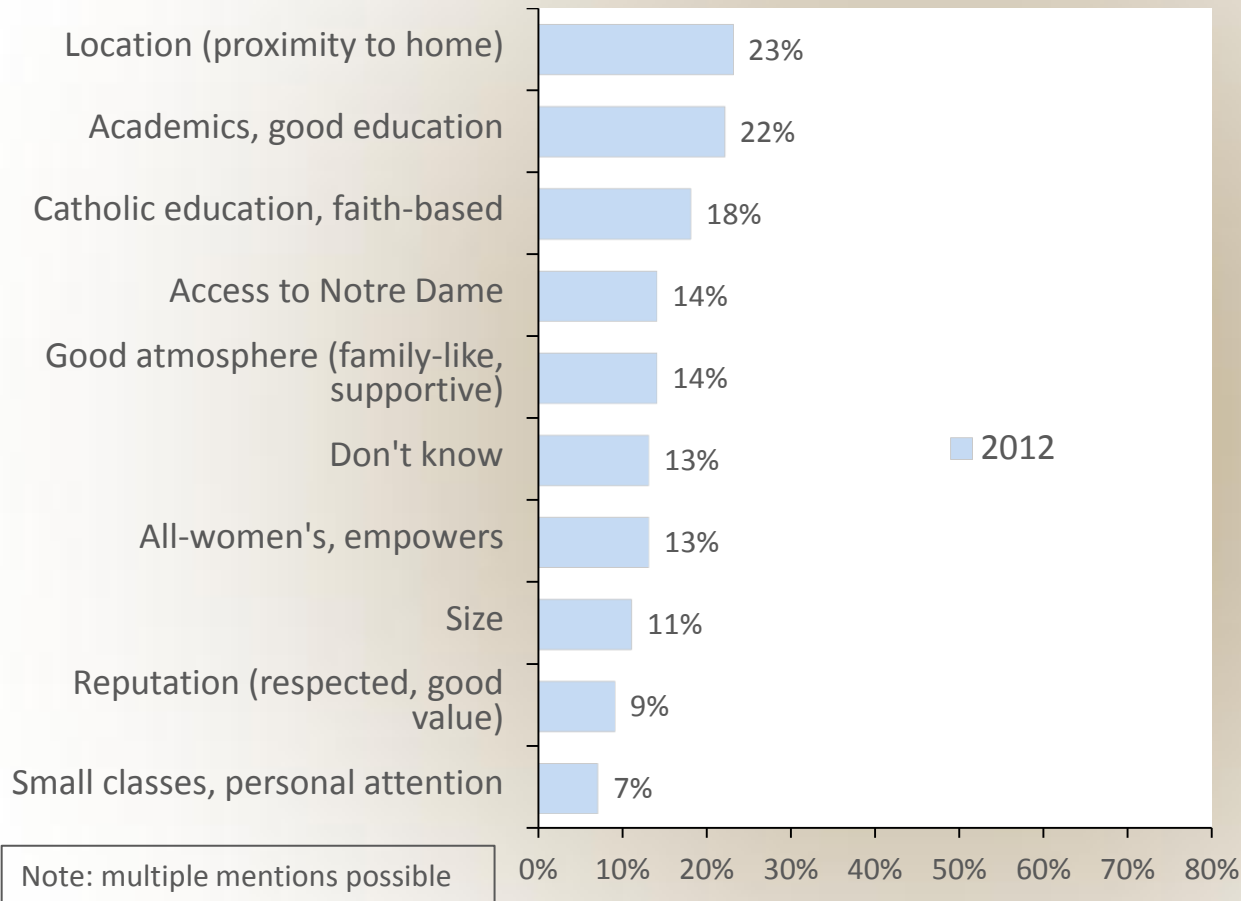
- 1=Overall academic reputation of the school
- 2=Quality of your daughter's major/program
- 3=Cost to attend
- 4=Value, cost vs. quality
- 5=Amount of financial aid available, including scholarships
- 6=Quality of campus facilities.
- 7=The school would offer a fun college experience
- 8=Quality of faculty as outstanding teachers
- 9=Your daughter attending a college close to home, within a four-hour drive
- 10=Quality of academic facilities
- 11=Variety of on-campus activities
- 12=Quality of faculty as experts in their field
- 13=Success of graduates
- 14=Ethnic diversity of students on campus
- 15=Offers an ideal learning environment for women
- 16=Career preparation
- 17=Instills confidence in its students
- 18=The curriculum has a solid liberal arts emphasis
- 19=Provides students opportunities to develop leadership skills
- 20=Provides a strong Catholic community
- 21=The quality of faculty as positive mentors
- 22=The school is student-centered; focused on its students
- 23=Small class sizes, less than 20 students
- 24=Ability to graduate in FOUR years
- 25=Access to faculty

Note: Attributes in red font indicate higher importance but lower-than-optimal performance ratings



# Unaided: Advantages of Attending Saint Mary's

## What would be the biggest advantage of having your daughter attend Saint Mary's College?



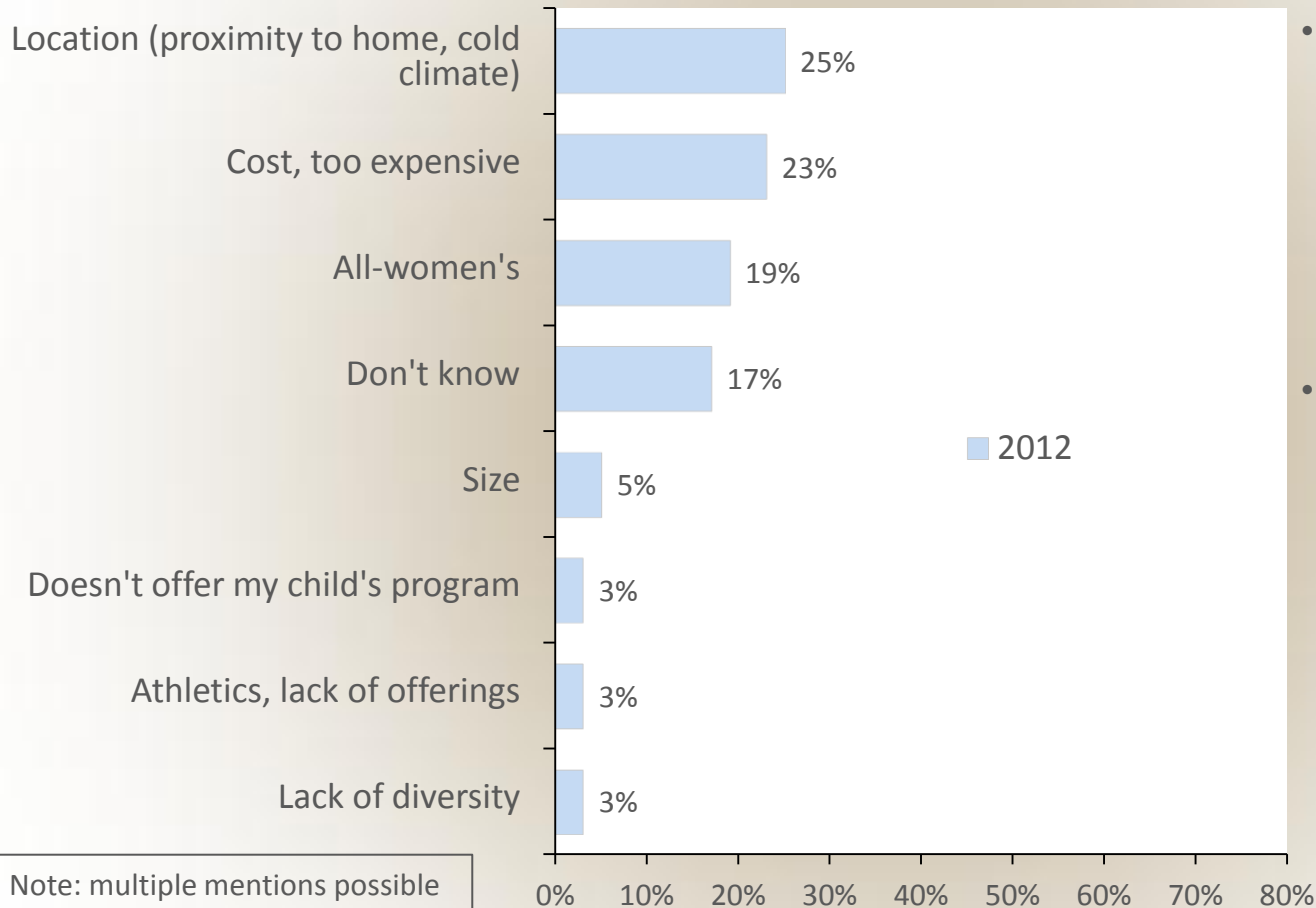
- **Top advantages in 2006:**
  - Academics, good education (19%)
  - All-women's college (16%)
  - Close to home/family (14%)
  - Access to Notre Dame (11%)
  - Personal attention, small classes (11%)
  - Small size (11%)
  - Good learning environment (9%)
  - Don't know (9%)
  - Catholic, faith-based (7%)
- **Top advantages in 2010:**
  - Academics, good education (27%)
  - Close to home/family (18%)
  - Access/connection to Notre Dame (15%)
  - Don't know (13%)
  - Catholic, religious (11%)
  - Small classes, personal attention (9%)
  - Reputation (9%)
  - All-women's college (8%)

# Verbatims: Advantages of Attending Saint Mary's

- *Values she has learned and the environment, cause it would be a very peaceful place. Encouragement, everything about the school could be the best for her.*
- *I think she would fit in there. She would like to pursue cheerleading and volleyball and Saint Mary's has teams she could compete with. Overall solid academic curriculum.*
- *Nice campus, strong academic sports program plus cross country and track. Traditional Catholic values.*
- *Less distractions, I think she would love to go there but grades are a bad factor. Helps young women find a voice and closer bonding with other students.*
- *It's next door to Notre Dame University. Small, close-knit atmosphere.*
- *She would grow in a Christian environment and also, like, guided in the way she would lead her life.*
- *She could swim and participate in activities at Notre Dame and women's college.*
- *Excellent education next to Notre Dame in conjunction with sharing Notre Dame experience. Faculty very excellent. Willing to work with families with financial aid. Networking with St Mary's and Notre Dame alumni.*
- *We know the educational standard is high. It is close by home. They do have athletics and they are liberal arts.*
- *It fits well with her personality and her goals. She wants to stay active and I don't think the pressure of being a student athlete is as high as other colleges.*
- *It offered a great curriculum through both St. Mary's and Notre Dame, and they offered the double degree. They have great faculty at both.*
- *She would receive a top level of education. Especially in the nursing field that it is renowned for.*
- *The small student to faculty, the strong sense of community, Catholic, and safe.*
- *Developing confidence, value the college gives plus the sense of tradition.*
- *I think she would get a quality education. The resources St. Mary's has are outstanding. It would be a wonderful environment for her to be in.*

# Unaided: Disadvantages of Attending Saint Mary's

What would be the biggest disadvantage of having your daughter attend Saint Mary's College?



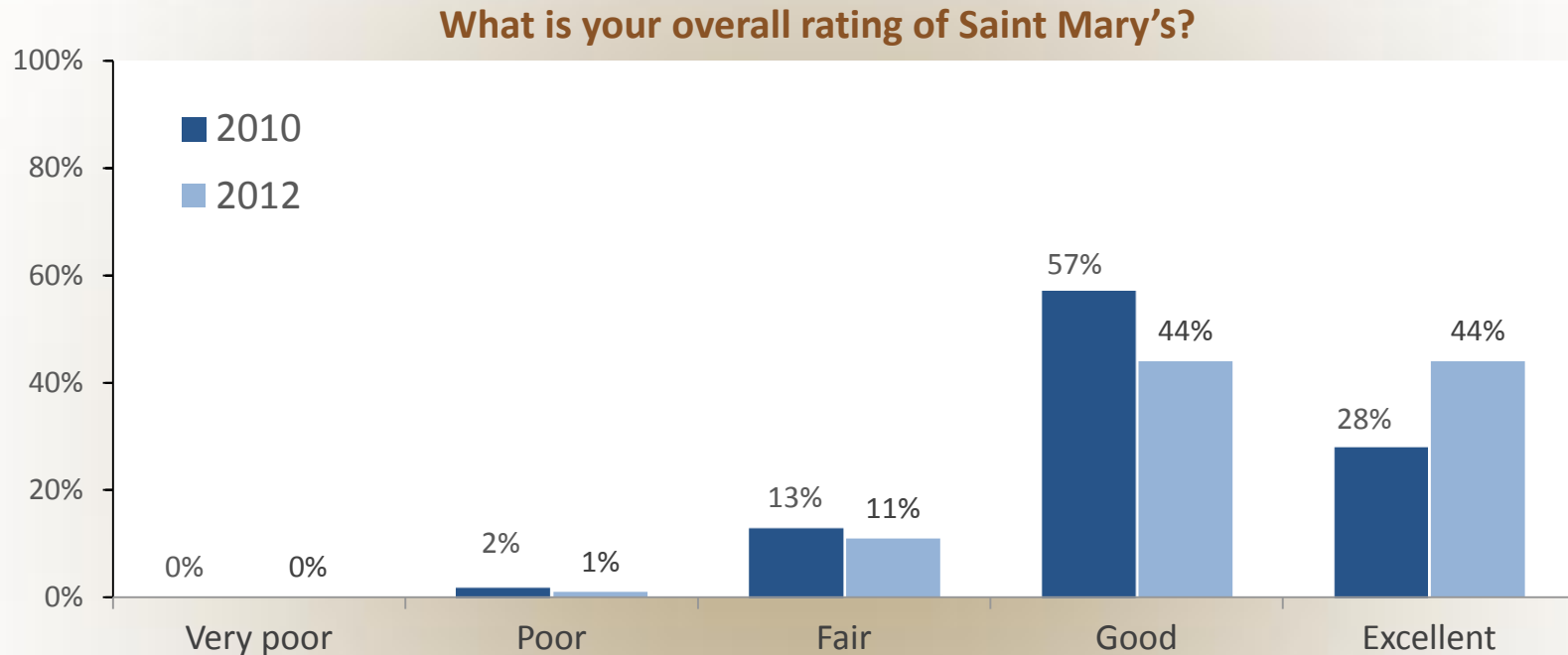
- **Top disadvantages in 2006:**
  - Far from home (18%)
  - Don't know (16%)
  - All-women's (15%)
  - Cost (14%)
  - Location, area, rural (9%)
  - Too small (7%)
- **Top disadvantages in 2010:**
  - Cost, fees (20%)
  - Don't know (19%)
  - Distance from home (15%)
  - All-women's college (14%)
  - Not my daughter's top choice (4%)
  - Weather, climate (4%)

- Saint Mary's location is both a positive and a negative as it is #1 in both categories
- Notice parents citing cost as a deterrent slowly continues to increase

# Verbatims: Disadvantages of Attending Saint Mary's

- *I think being it is an all-girls college she would think it's weird or boring. Also, the misconception of an all-girl school.*
- *In her mind it would be the proximity to home.*
- *Working with only women is not the real world.*
- *That she is going about seven hours away.*
- *It's so similar to her high school. Want to make sure it's not too much of a bubble. Possibly size, it's so small. I also want to make sure it has all the undergraduate classes for her to go to graduate school, because of its size.*
- *Not a real big disadvantage; Notre Dame being right next to it. A women's college with Notre Dame being right next to it is a good thing.*
- *It's a long drive, compared to Ohio State. Probably the cost, I haven't looked at the college greatly but I have heard it's quite expensive, compared to Notre Dame which is pricey. I have three kids so cost is very important.*
- *The atmosphere of only girls around, makes for a lot of drama.*
- *The one thing is the study areas, they were just bad. When we went to visit Saint Mary's there wasn't much going on compared to the other colleges we visited and the facilities weren't good.*
- *I would like her to attend a co-ed college. Working with both sexes is important.*
- *My daughter refuses to go there.*
- *Something that disappointed us was the quality of the freshman dorms.*

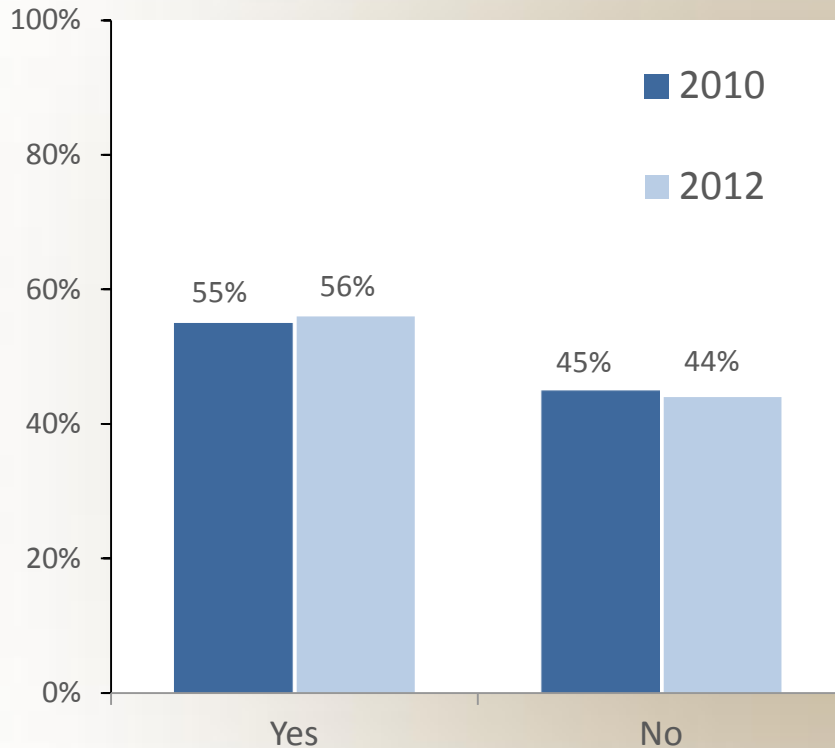
# Aided: Overall Rating of Saint Mary's



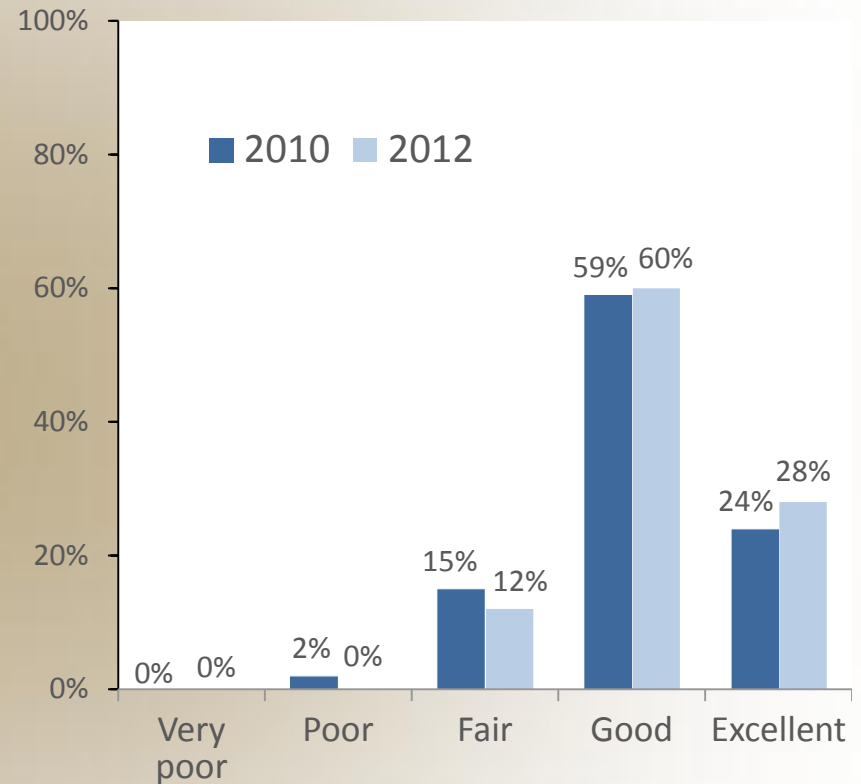
- This question was added to the study in 2010
- Encouragingly, significantly more parents perceive Saint Mary's as "excellent" today than they did in 2010. This increase in overall perception is expected with the higher 2012 attribute ratings on slides 18 and 19
- Note, however, in a separate study only 20% of Saint Mary's inquiries rated the College as "excellent." There is a disconnect between parents and student perceptions. Remember, while parents aid in the decision their daughters are making the final call
- Parents who've had a relative attend a women's college assigned higher ratings with 56% rating Saint Mary's as "excellent" vs. 39% of those who have not

# Aided: Saint Mary's Website

Have you visited Saint Mary's website?

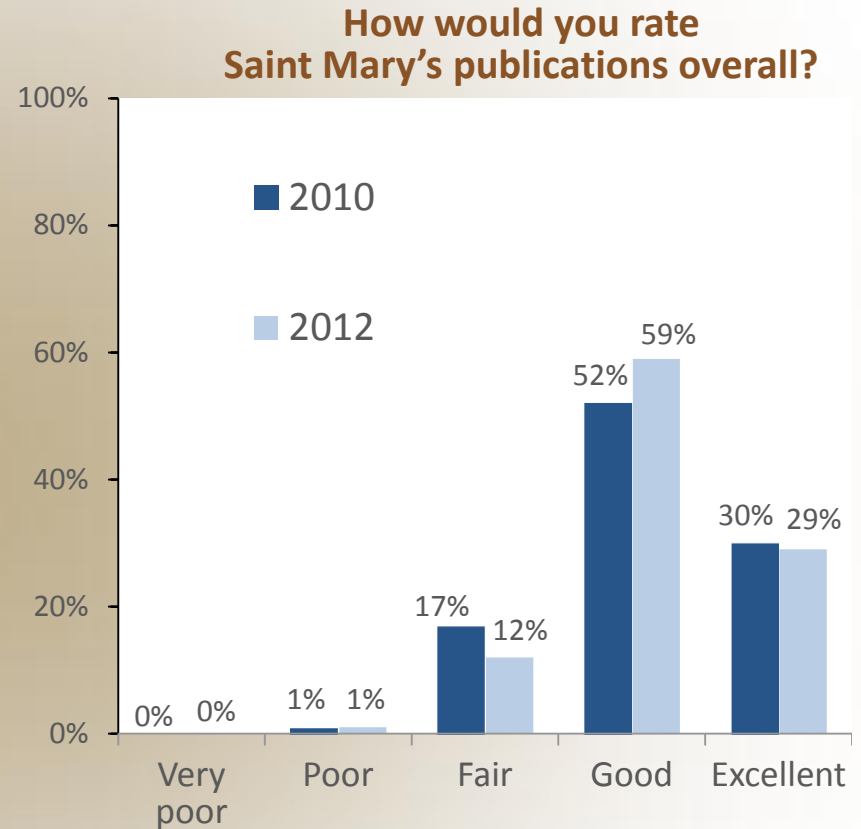
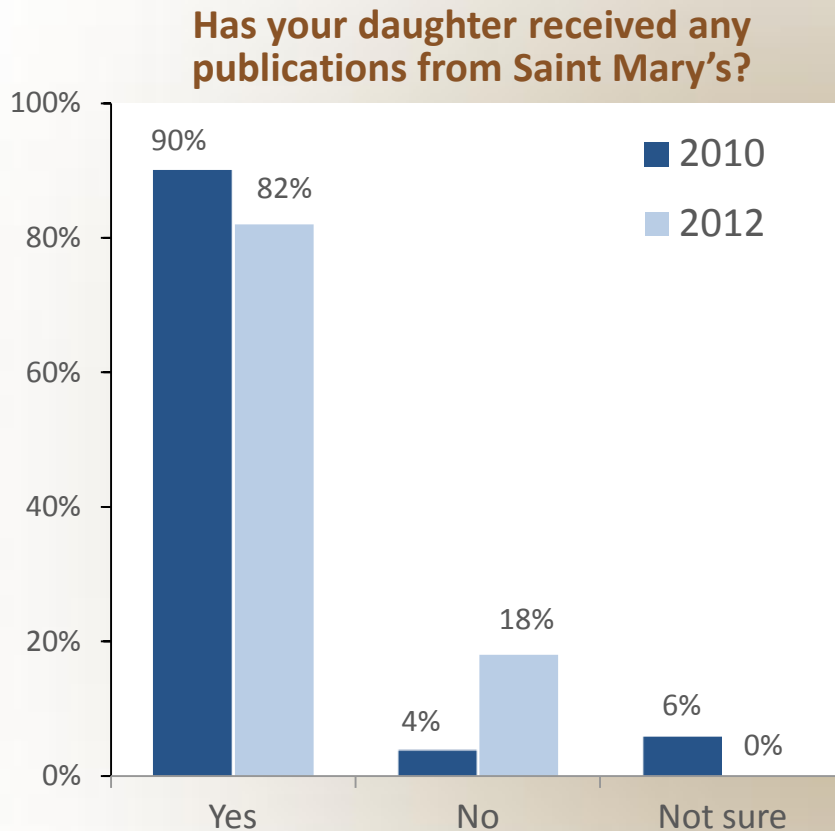


How would you rate Saint Mary's website overall?



- No significant change was found in the number of parents visiting Saint Mary's website or in their overall impression
- Interestingly, prospects (55%; noted in a separate study) and parents (56%) are visiting Saint Mary's website at virtually the same rate

# Aided: Saint Mary's Publications

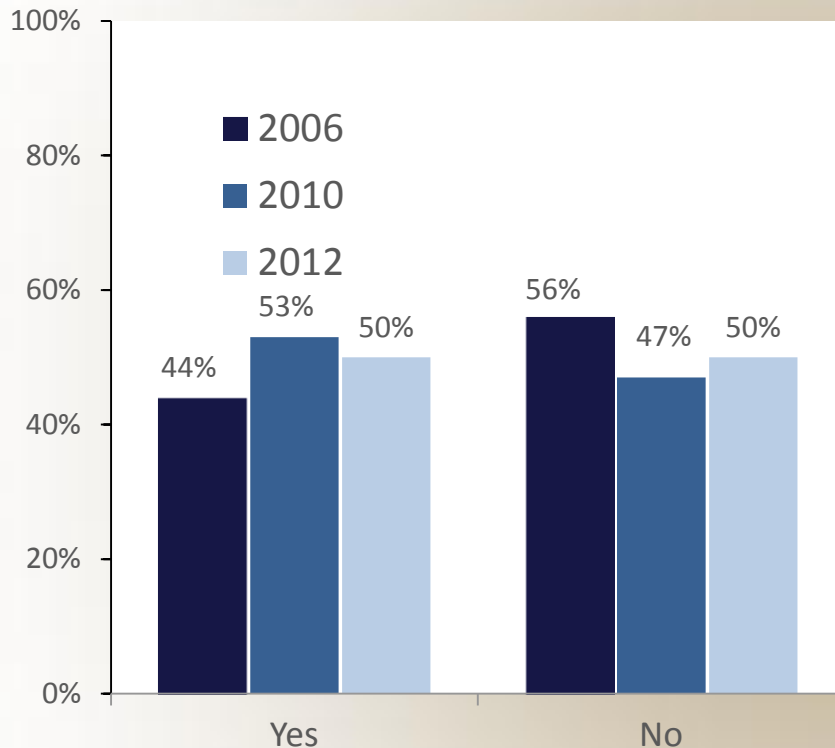


- As with prospects, significantly fewer parents recall their child receiving a Saint Mary's publication
  - Saint Mary's should examine what has changed in their recruiting cycle in the past two years to help explain this drop

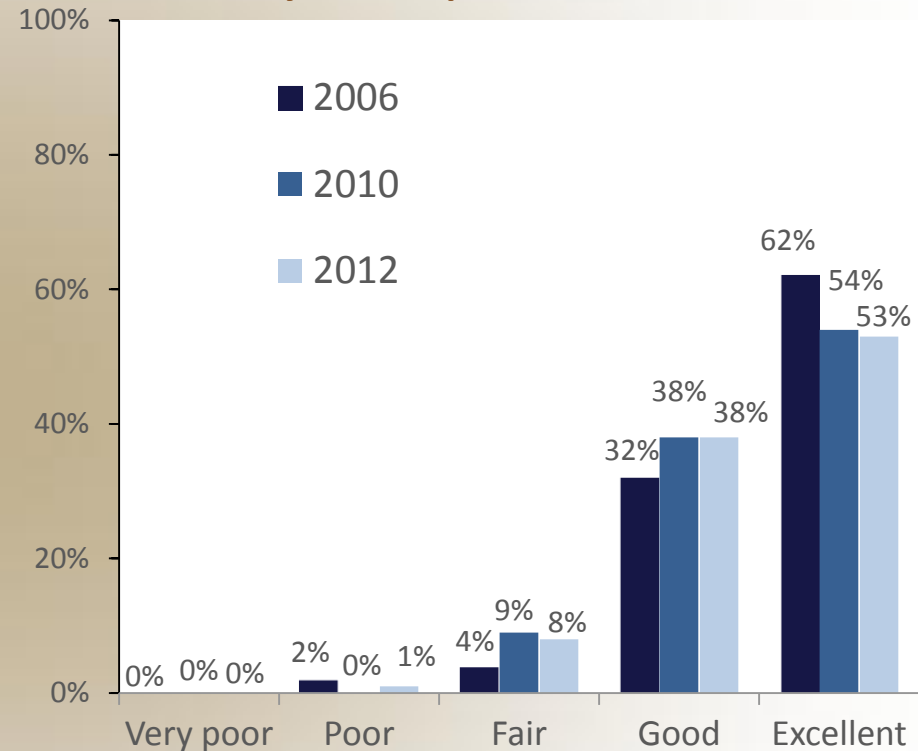


# Aided: Visiting Saint Mary's

Have you ever visited Saint Mary's?



How would you rate your campus visit overall?



- Nearly an equal number of parents visited today as they did in 2010. Again, this is encouraging considering as the number of campus visits prospects go on has decreased over the years
- However, the quality of the visit has dropped since 2006. This was also noted in a separate study of Saint Mary's inquiries

# Unaided: Most and Least Impressive Aspects of the Visit

- Most impressive aspects of the campus visit (n=88):

- Campus—beautiful, trees, good layout, clean (42%)
- Thorough, organized tour; able to see what we wanted to see (19%)
- Faculty, staff, advisors—helpful, friendly (18%)
- Facilities—new, modern, accessible (17%)
- Atmosphere—comfortable, quiet, sense of community (8%)
- Chapel, religion (7%)
- Don't know (7%)
- Friendly students (5%)
- Size (5%)

- Least impressive aspects of the campus visit (n=88):

- Don't know (41%)
- Housing—outdated, no air conditioning, freshman dorms, no Wi-Fi (15%)
- Facilities—outdated, no indoor athletic facility (14%)
- Small size (9%)
- Location—distance, access to the expressway, distance from town, cold climate (5%)
- Parking (3%)
- Lack of diversity (3%)
- All girls, not co-ed (3%)

# Conclusions: Increased Importance Factors

- In 2012, parents' expectations of the college/university for their daughter have increased significantly since 2006. Attributes experiencing the greatest increases include:
  - Career preparation
  - Amount of financial aid available, including scholarships
  - The quality of faculty as a positive mentor
  - Quality of your daughter's major/program
  - Quality of faculty as outstanding teachers
- With the increased interest in these specific factors, Saint Mary's will want to focus attention in future communications. In addition, Saint Mary's will need to fully demonstrate that they can and will deliver on these aspects
- Keep in mind, parents are most concerned with program quality, career preparation, and quality of faculty—outstanding teachers, access, and being positive mentors. Three-quarters or more of parents indicated these are “extremely important” in a college for their daughter

# Conclusions: Perceptions of Saint Mary's

- Overall, parents' perceptions of Saint Mary's is higher today than in 2010. This was demonstrated by significant increases on many of the individual attributes tested as well as a large increase in those perceiving the College as "excellent" overall
- However, when the 2012 ratings were compared to the baseline the results indicated only a few significant increases. They include:
  - Saint Mary's offers an ideal learning environment for women
  - Ethnic diversity of students on campus
  - Saint Mary's student-centeredness (was added in 2010)
- While Saint Mary's hasn't drastically increased perceptions among parents over the last six years, parents did and continue to have high regard for the College—44% consider Saint Mary's as "excellent" overall

# Conclusions: Increasing Perceptions

- To continue to increase perceptions among parents, focus on the areas in which you are perceived to be underperforming:
  - Quality of your daughter's major/program
  - Cost to attend
  - Value, cost vs. quality
  - Amount of financial aid available, including scholarships
  - Quality of campus facilities