

The background of the slide is a solid red color. In the top left corner, the word "RUTGERS" is written in a large, white, serif font. Below it, in a smaller, white, sans-serif font, are the words "THE STATE UNIVERSITY OF NEW JERSEY". A large, faint, circular seal of Rutgers University is visible in the background, centered behind the text. The seal features a sunburst design and the words "RUTGERS UNIVERSITY" around the perimeter.

RUTGERS

THE STATE UNIVERSITY  
OF NEW JERSEY

# Rutgers Strategic Planning Survey to the Students: Undergraduate respondents

Compendium of findings

March 2013

# Table of Contents

Page No.

**Overview**

- Context
- Response summary

2-3

**Need for change**

4

**Mission: Importance and performance ratings**

5-7

**Goals: Importance and performance ratings**

8-11

**Student experience and satisfaction**

- Why students leave Rutgers
- Satisfaction with academic and student life, and university facilities and services
- Satisfaction with financial aid and support

12-17

**Appendix:**

18-35

**Mission – universitywide**

- By campus
- Supporting statistics

19-24

**Goals**

- Supporting statistics

25-26

**Satisfaction with academic and student life, and university facilities and services**

- By campus

27-35

## Context

**During the winter of 2012-2013, Rutgers launched a student survey to assess the perspectives of students related to the strategic planning effort.**

**The survey to the students addressed topics such as:**

- Level of change required
- Importance and performance of teaching, research, and service, the three elements of the mission
- Importance and performance of various goals
- Satisfaction with academic life, student (e.g., non-academic/social) life, and university services and facilities
- Financial aid and support

**The contents of the following report include the results of the undergraduate students responses to the survey**

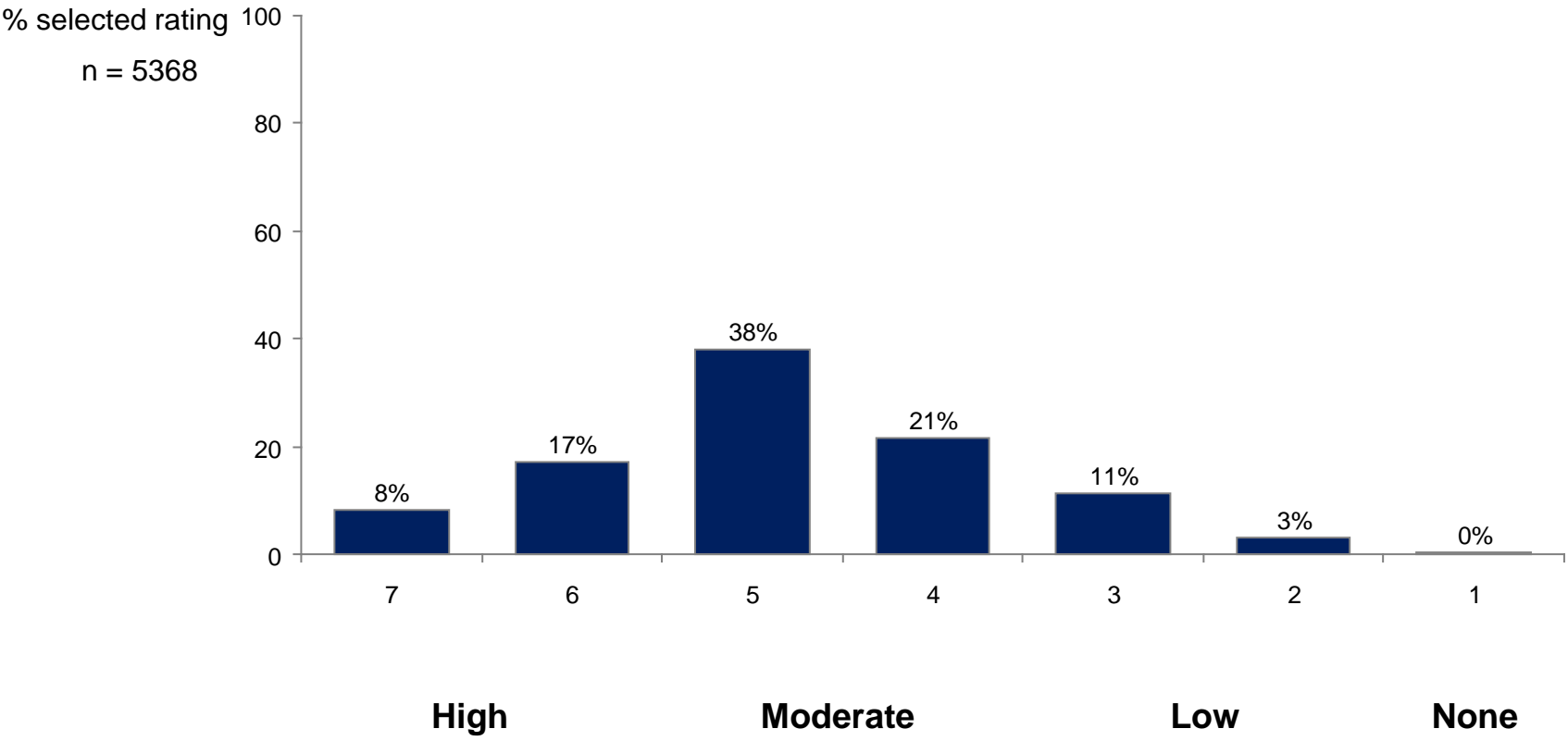
# Undergraduate student survey: Response breakdown

# = n  
 (# %) = % of column total

<b>Group</b>	<b>Distributed</b>	<b>Completed</b>	<b>Response rate (%)</b>
<b>New Brunswick</b>	3,0872 (71%)	5,387 (81%)	17
<b>Newark</b>	7,704 (18%)	591 (9%)	8
<b>Camden</b>	4,698 (11%)	712 (11%)	15
<b>Total</b>	<b>43,274 (100%)</b>	<b>6,690 (100%)</b>	<b>15</b>

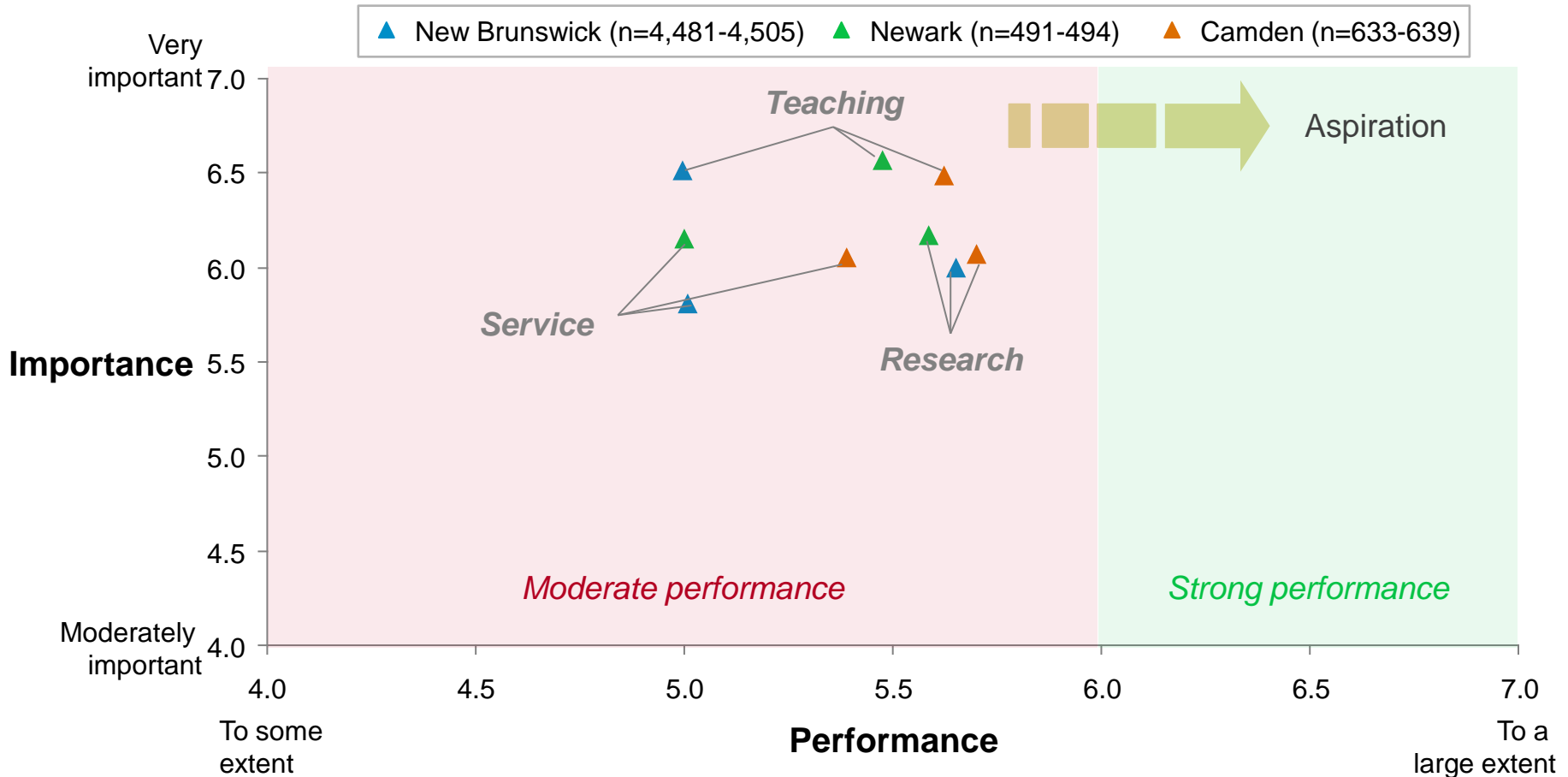
# Perception of level of change needed for future success

***Given the current mission of Rutgers, what degree of change do you feel is required for Rutgers to achieve its goals?***



# Rated importance vs. performance of each element of the mission, by campus: Teaching, Research, Service

**Importance:** Please rate the importance of each element in Rutgers' mission to the future success of the university  
**Performance:** Please rate the extent to which Rutgers is fulfilling each element of its mission



Survey questions: Importance-Please rate the importance of each element in Rutgers' mission to the future success of the university; Performance-Please rate the extent to which Rutgers is fulfilling each element of its mission

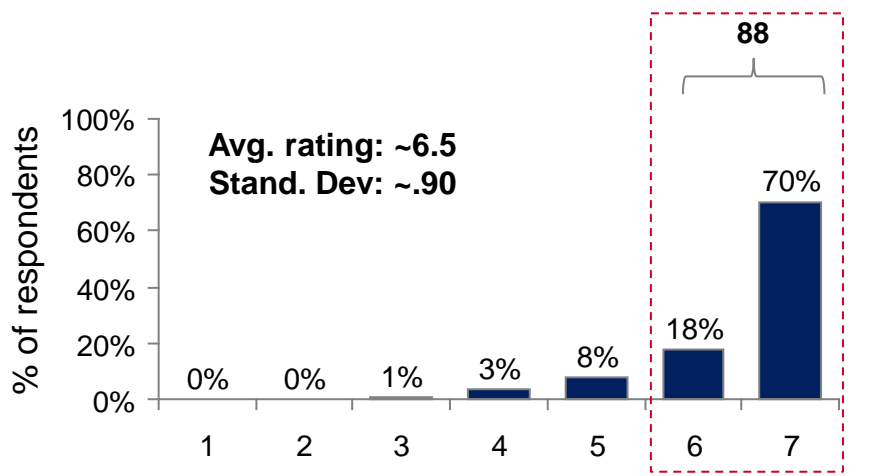
Source: Rutgers Strategic Plan: Survey to the students – undergraduate respondents, Winter 2012-2013, BCG analysis

# Importance rating distribution for elements of the mission

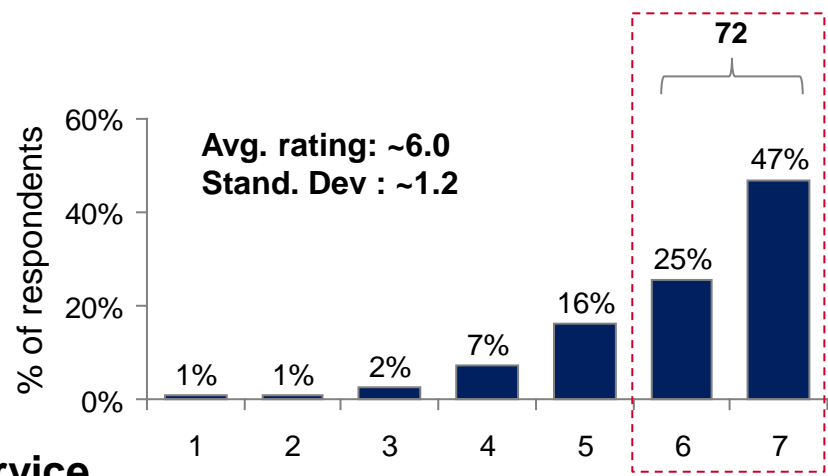
Scale: 1-not at all, 7-very important

(n = 5,624-5,636)

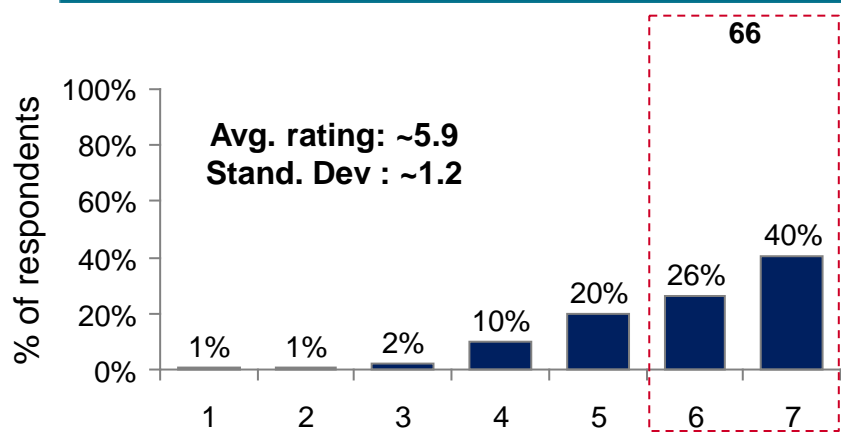
## Teaching



## Research



## Service

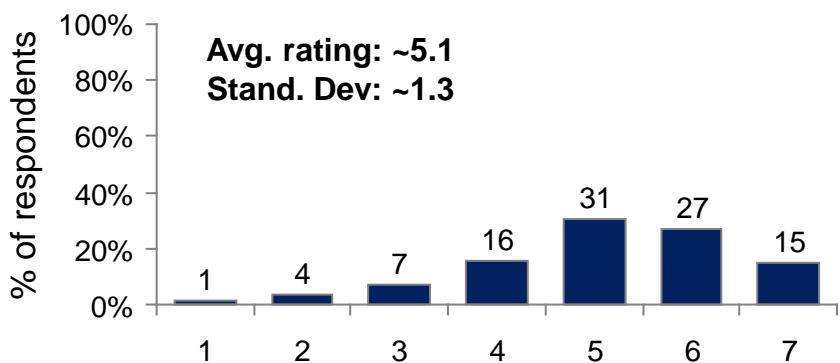


# Performance rating distribution for elements of the mission

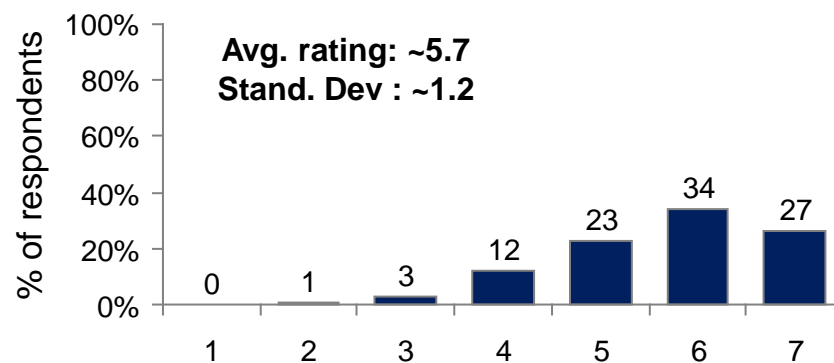
Scale: 1-not at all, 7-to a large extent

(n = 5,606-5,632)

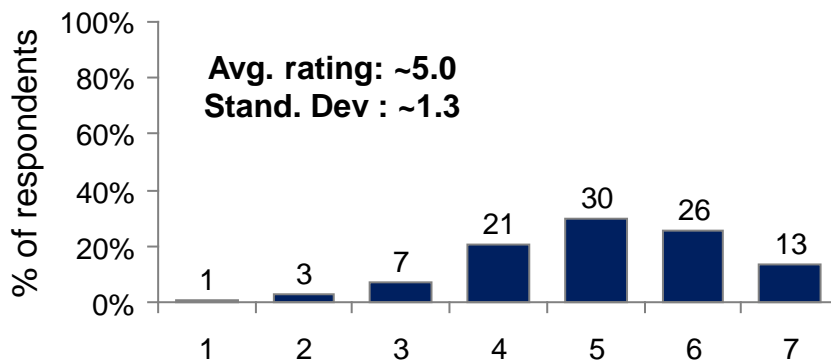
## Teaching



## Research

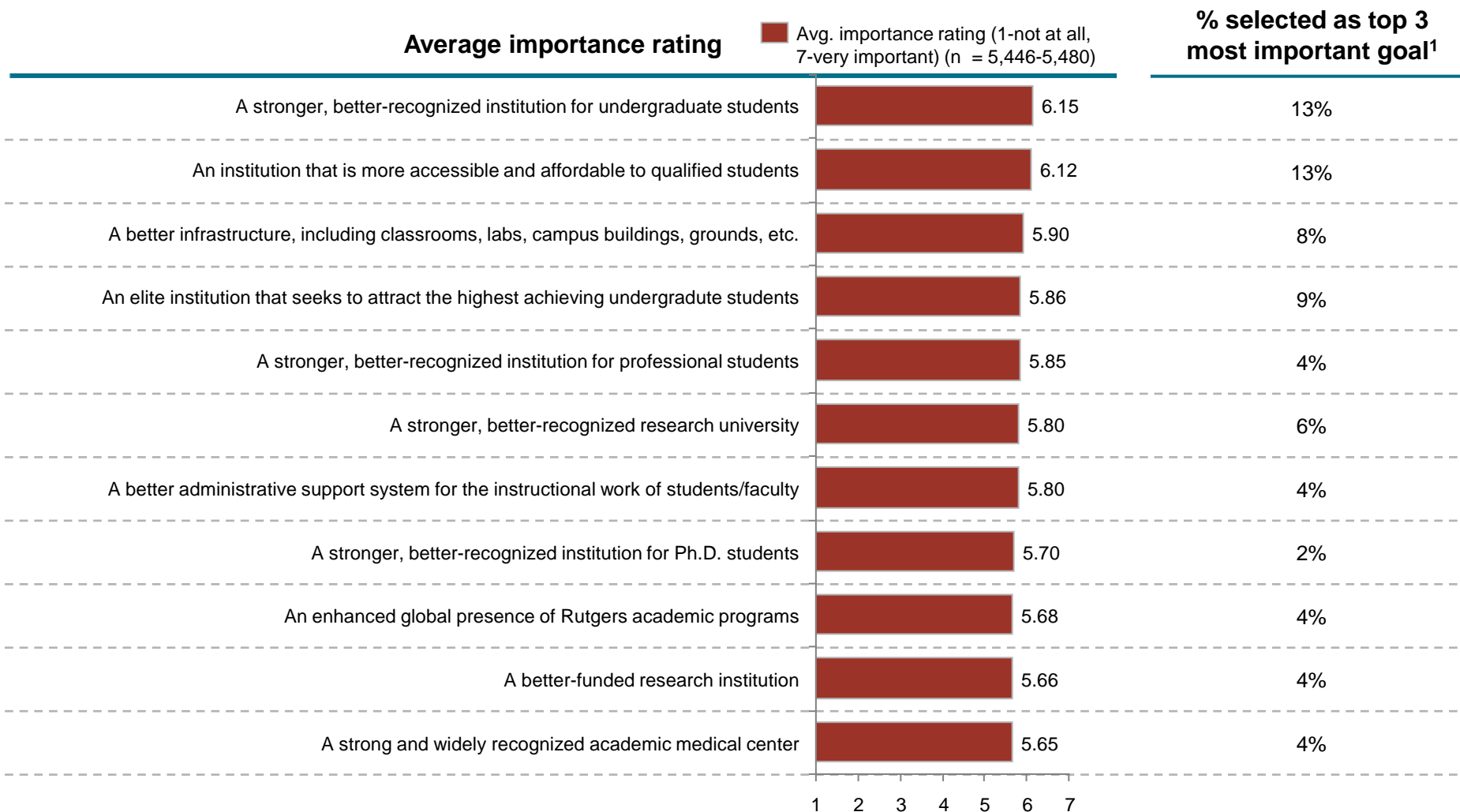


## Service



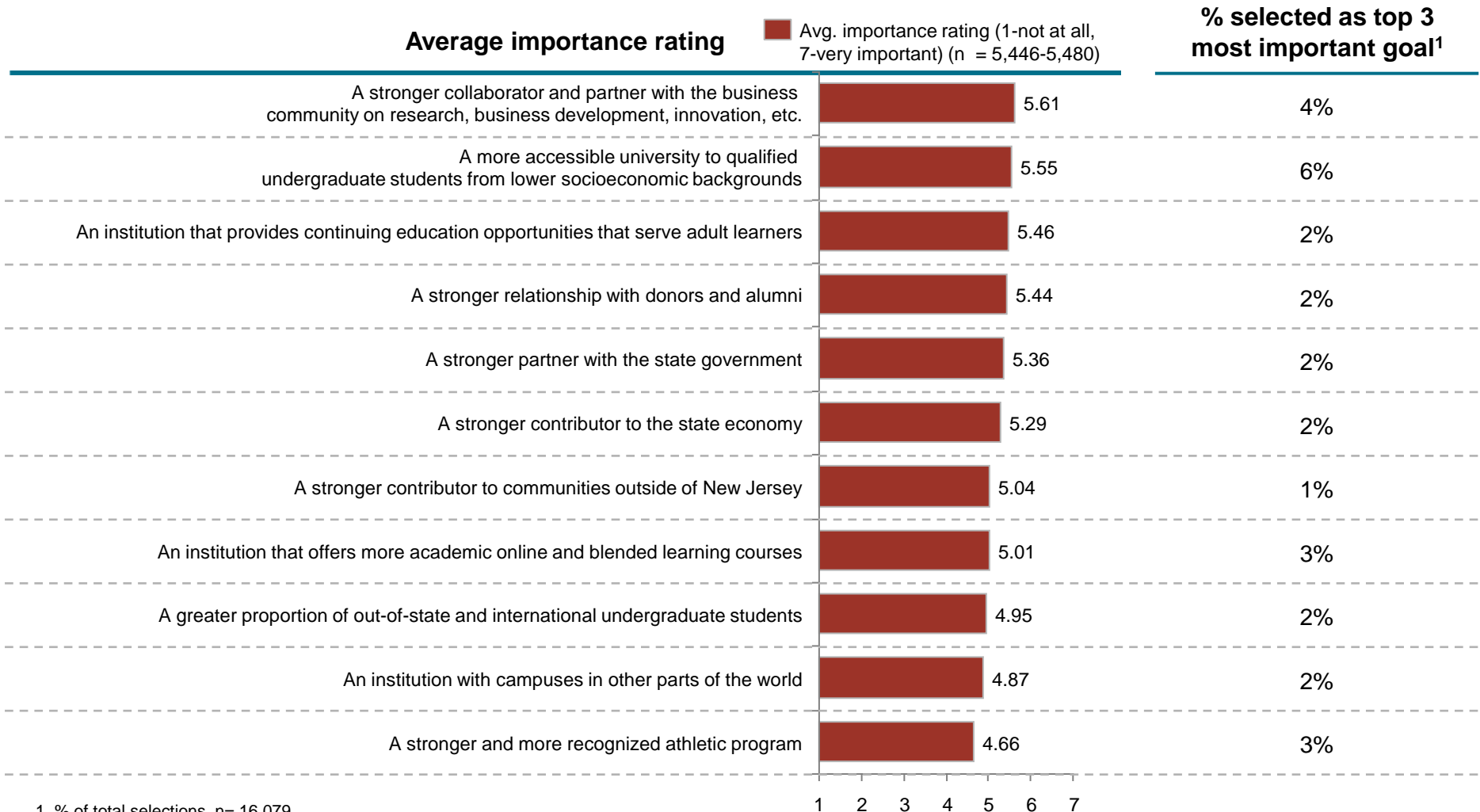


# Average importance rating for each of 22 goals (I)



1. % of total selections, n= 16,079. Survey questions: Importance-How important is it for the university, as a whole, to pursue each of the following goals?; Which goals are most important for Rutgers to pursue? Please select up to three goals. Source: Rutgers Strategic Plan: Survey to students – undergraduate respondents, Winter 2012-2013, BCG analysis

# Average importance rating for each of 22 goals (II)



1. % of total selections, n= 16,079.

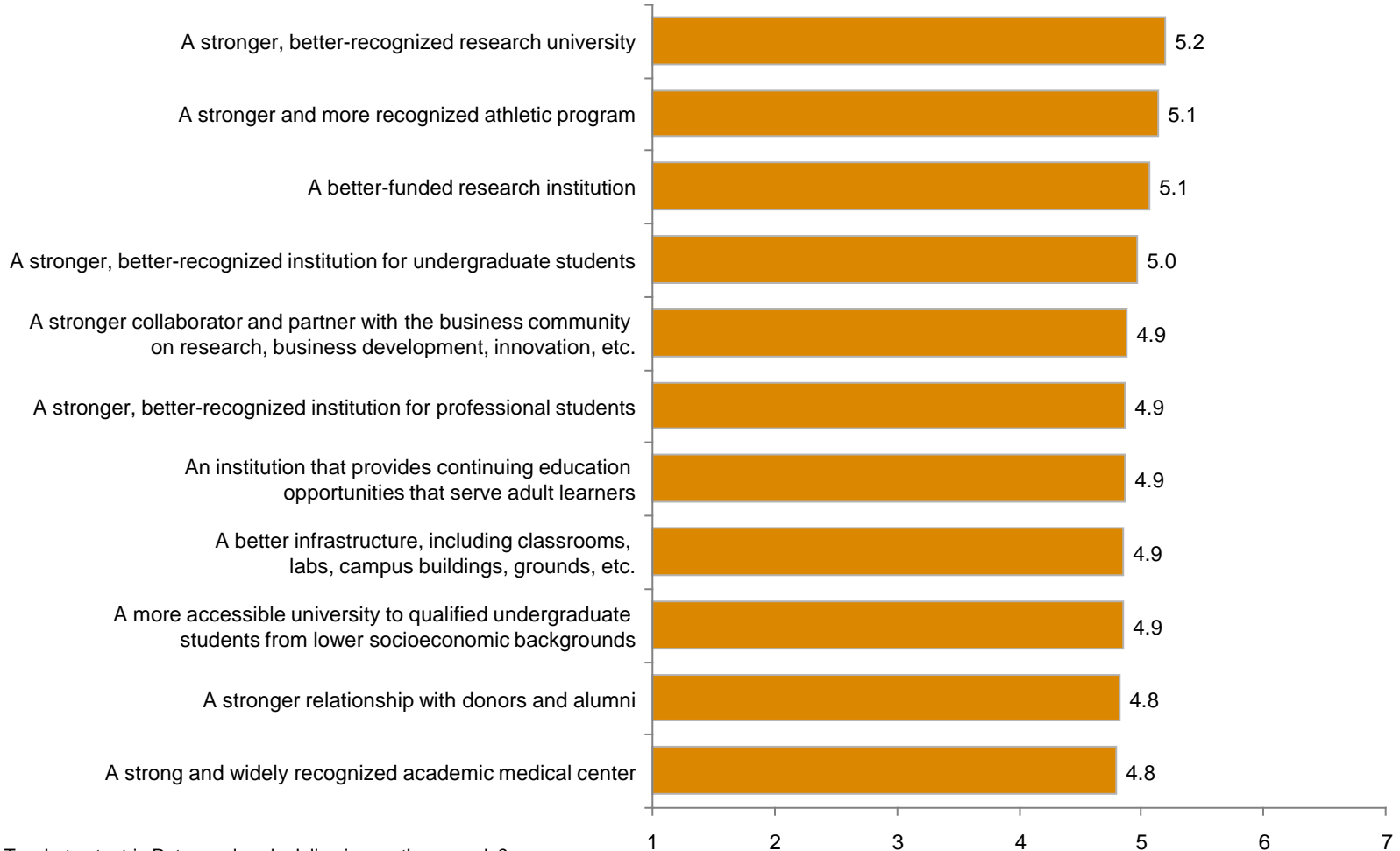
Survey questions: Importance-How important is it for the university, as a whole, to pursue each of the following goals?; Which goals are most important for Rutgers to pursue? Please select up to three goals.

Source: Rutgers Strategic Plan: Survey to students – undergraduate respondents, Winter 2012-2013, BCG analysis

# Average performance rating for each of the 22 goals (I)

Average performance rating

1-not at all, 7-to a large extent (n = 5,092-5,170)



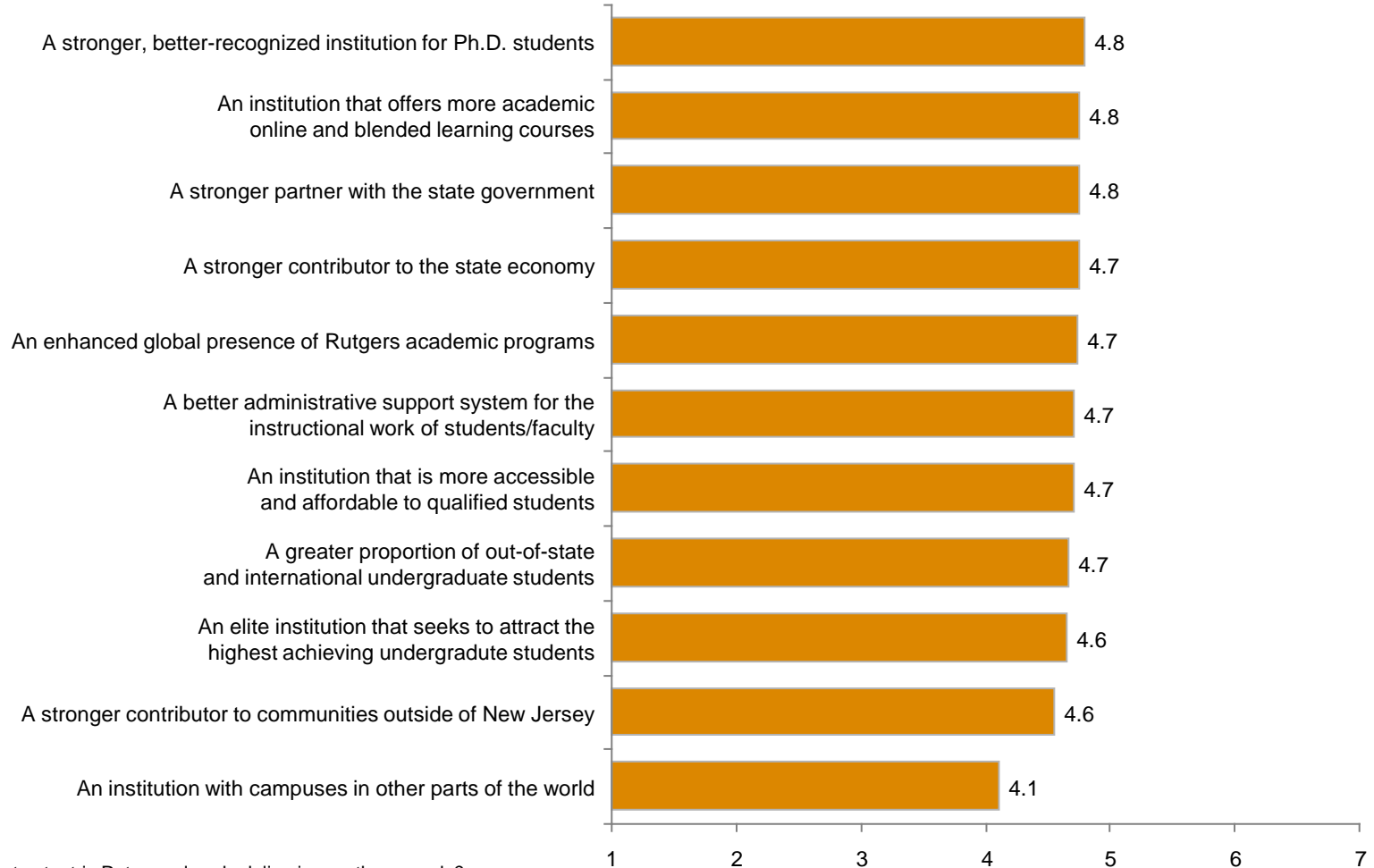
Survey question: To what extent is Rutgers already delivering on these goals?

Source: Rutgers Strategic Plan: Survey to students – undergraduate respondents, Winter 2012-2013, BCG analysis

# Average performance rating for each of the 22 goals (II)

Average performance rating

1-not at all, 7-to a large extent (n = 5,092-5,170)

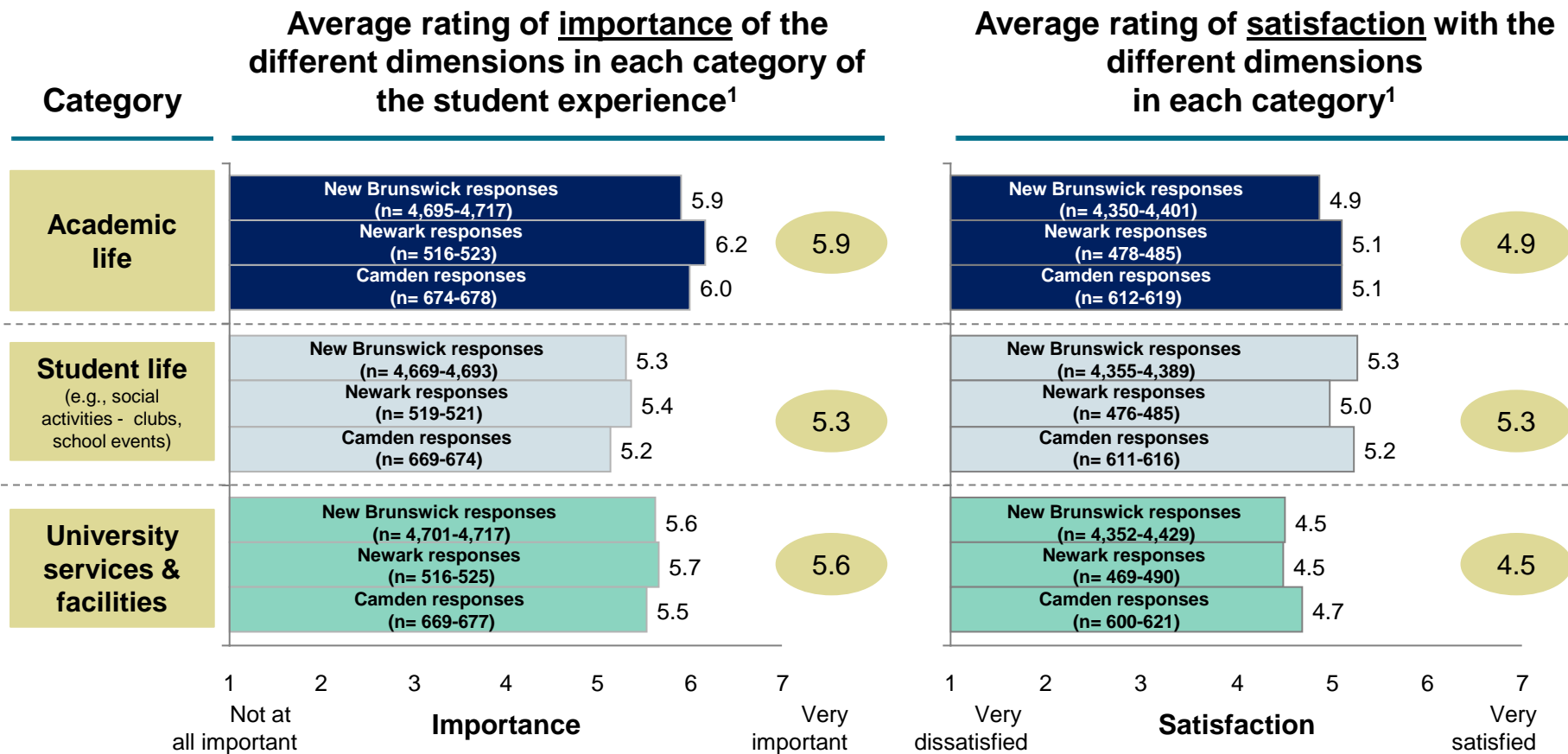


Survey question: To what extent is Rutgers already delivering on these goals?

Source: Rutgers Strategic Plan: Survey to students – undergraduate respondents, Winter 2012-2013, BCG analysis

# Student experience summary: importance of and satisfaction with academic life, student life, and university services/facilities

# Overall avg. for dimension

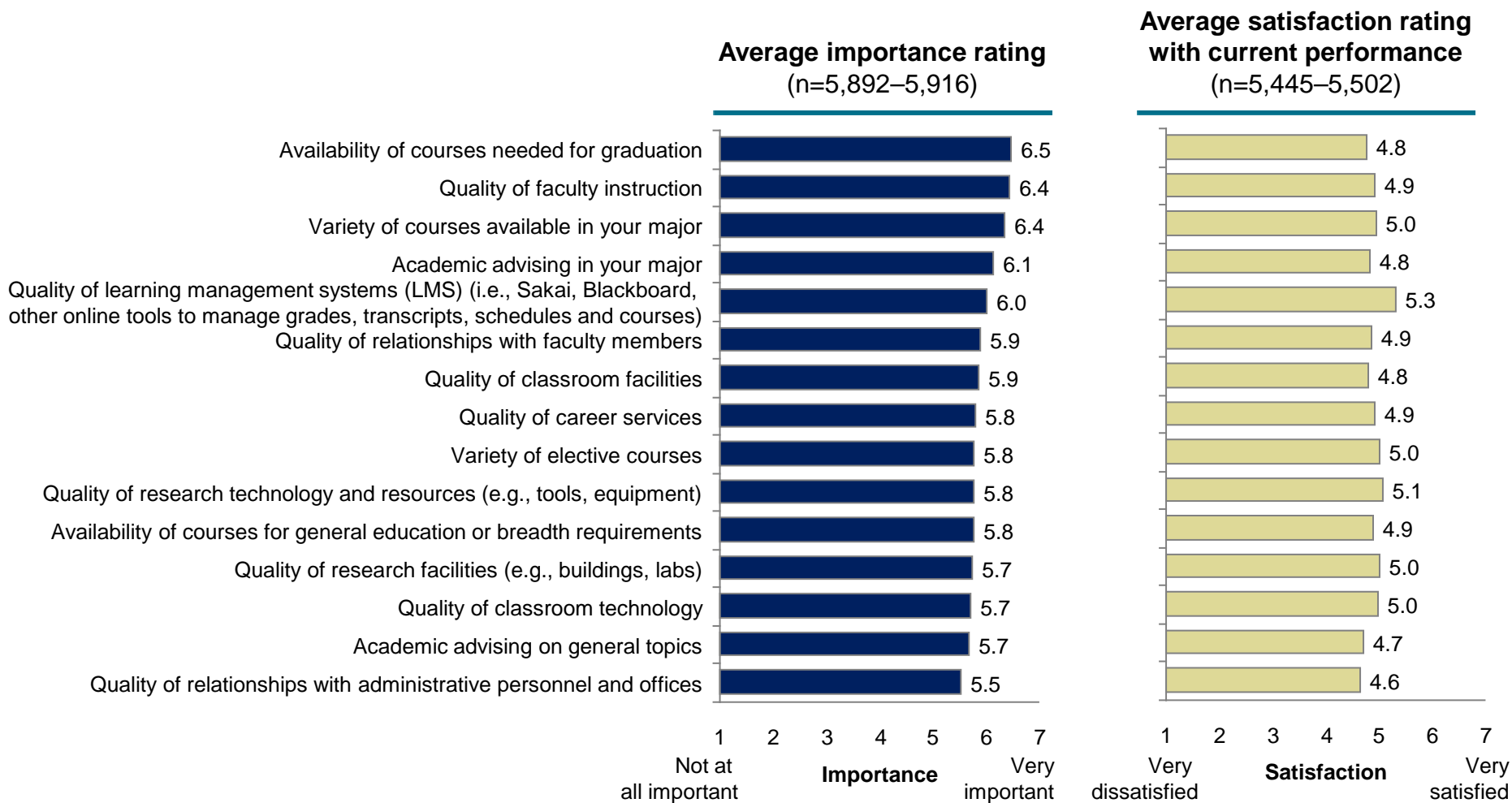


1. Calculated by averaging the ratings (importance or satisfaction with current performance) of each question within each area of the student experience: Academic and student life, (i.e., social, non-academic life) and university services and facilities.

Survey questions: Importance-How important are the following aspects of your academic life/student life/ the university's services and facilities at Rutgers? Satisfaction-How satisfied are you with your experience at Rutgers in the following aspects related to your academic life/student life/ the university's services and facilities at Rutgers?

Source: Rutgers Strategic Plan: Survey to the students – undergraduate respondents, Winter 2012-2013, BCG analysis

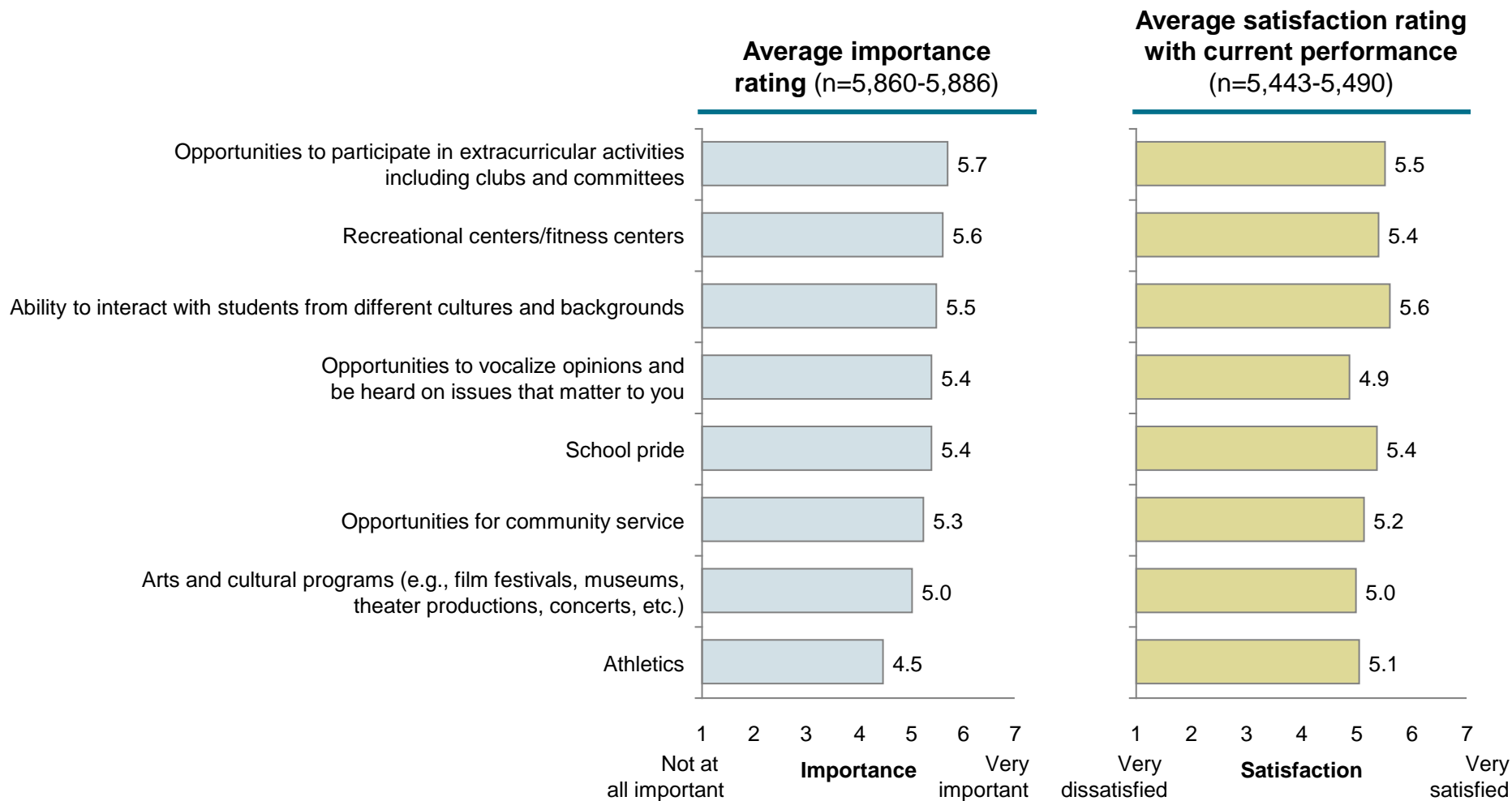
# Ratings of importance and satisfaction with areas of academic life



Survey questions: Importance-How important are the following aspects of your academic life/student life/ the university's services and facilities at Rutgers? Satisfaction-How satisfied are you with your experience at Rutgers in the following aspects related to your academic life/student life/ the university's services and facilities at Rutgers?

Source: Strategic planning survey to the students – undergraduate respondents, Winter 2013

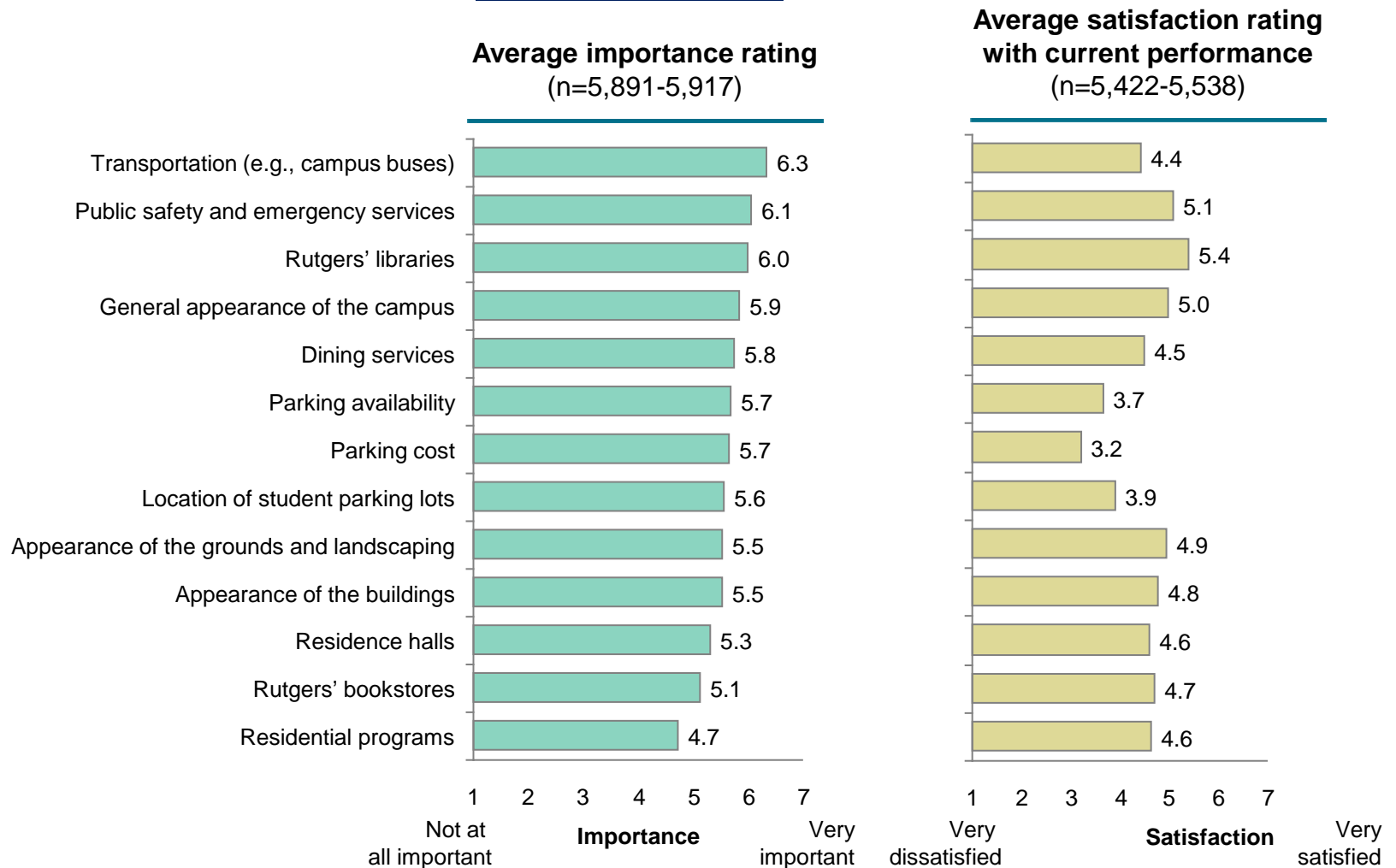
# Ratings of importance and satisfaction with areas of student life



Survey questions: Importance-How important are the following aspects of your academic life/student life/ the university's services and facilities at Rutgers? Satisfaction-How satisfied are you with your experience at Rutgers in the following aspects related to your academic life/student life/ the university's services and facilities at Rutgers?

Source: Strategic planning survey to the students – undergraduate respondents, Winter 2013

# Ratings of importance and satisfaction with university facilities and services



Survey questions: Importance-How important are the following aspects of your academic life/student life/ the university's services and facilities at Rutgers? Satisfaction-How satisfied are you with your experience at Rutgers in the following aspects related to your academic life/student life/ the university's services and facilities at Rutgers?

Source: Strategic planning survey to the students – undergraduate respondents, Winter 2013

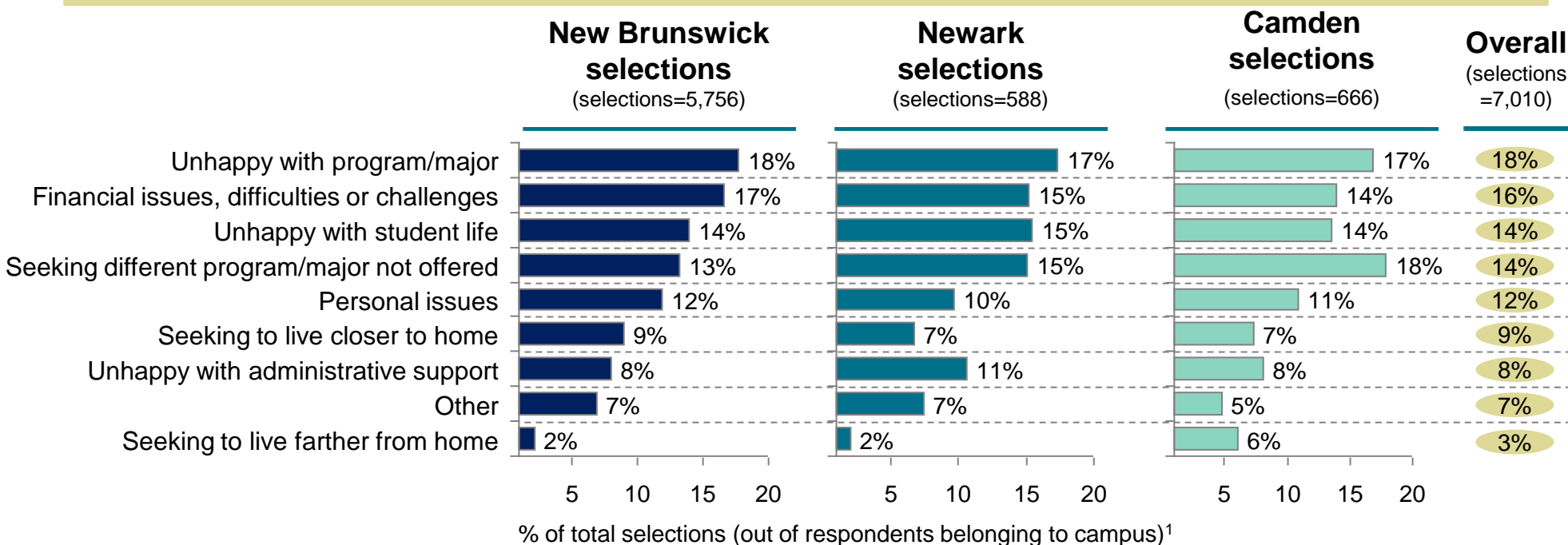


# Student satisfaction: Why students leave Rutgers

**Do you know any students who have left Rutgers for another school?**

	Overall (n=5,646)	New Bruns. respondents (n=4,511)	Newark respondents (n=498)	Camden respondents (n=637)
<b>Yes</b>	53%	55%	48%	43%
<b>No</b>	47%	45%	52%	57%

**Why did he/she/they leave? Please select all that apply.<sup>1</sup>**

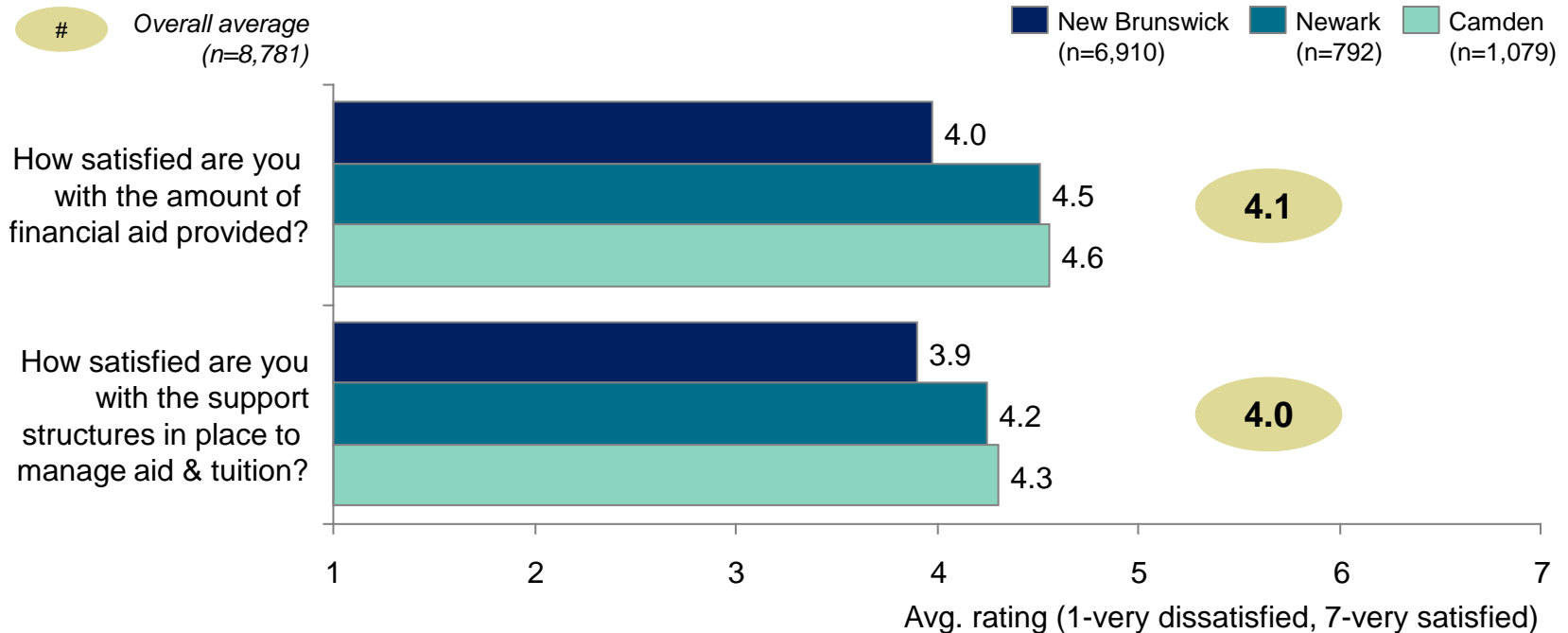


1. Percentages of total number of selections from the New Brunswick, Newark, and Camden students  
Source: Rutgers Strategic Plan: Survey to students – undergraduate respondents, Winter 2012-2013, BCG analysis

## Financial aid support and satisfaction

	Overall (n=5,644)	New Brunswick (n=4,507)	Newark (n=500)	Camden (n=637)
<b>Receive financial aid?</b>				
Yes	76%	75%	77%	83%
No	24%	25%	23%	17%

### Avg. satisfaction with financial aid and support to manage aid and tuition



## Appendix

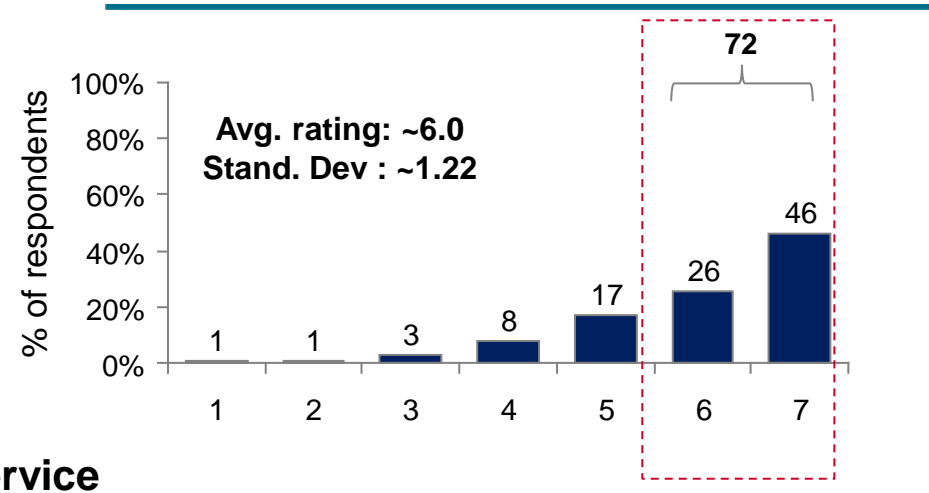
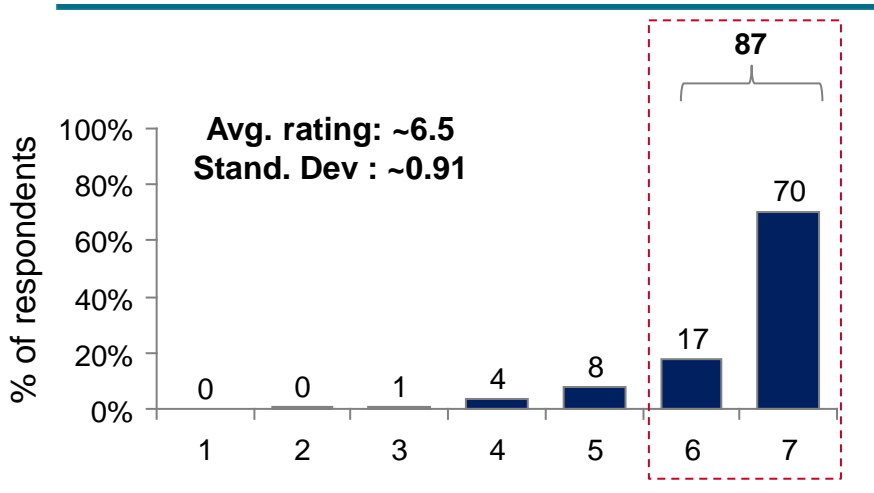
# Backup: Importance rating distribution for university mission

Scale: 1-not at all, 7-very important

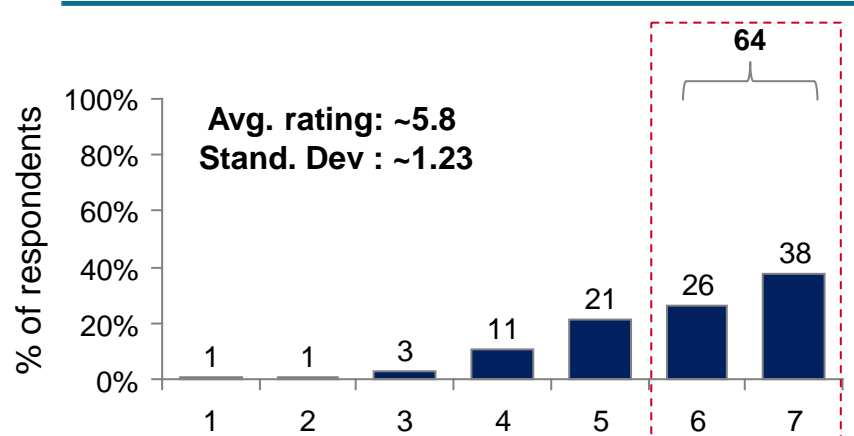
## Teaching

(n =4,494-4,505)

## Research



## Service



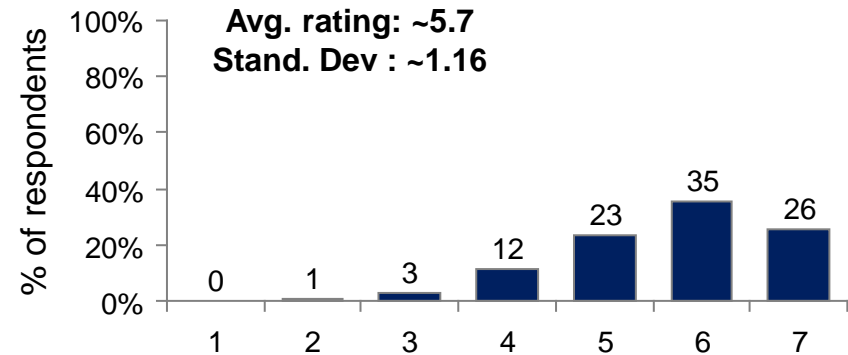
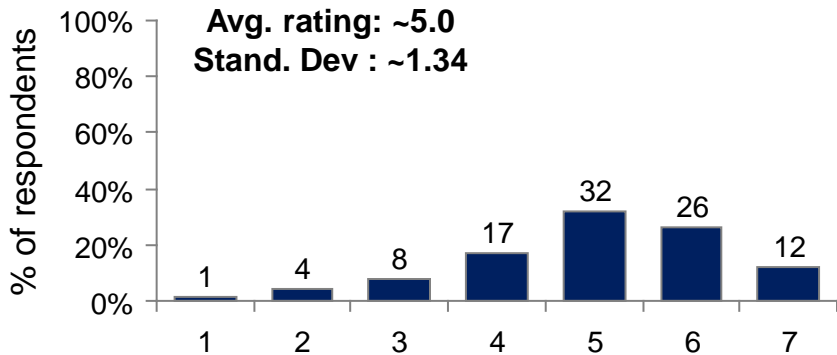
# Backup: Performance rating distribution for university mission

Scale: 1-not at all, 7-to a large extent

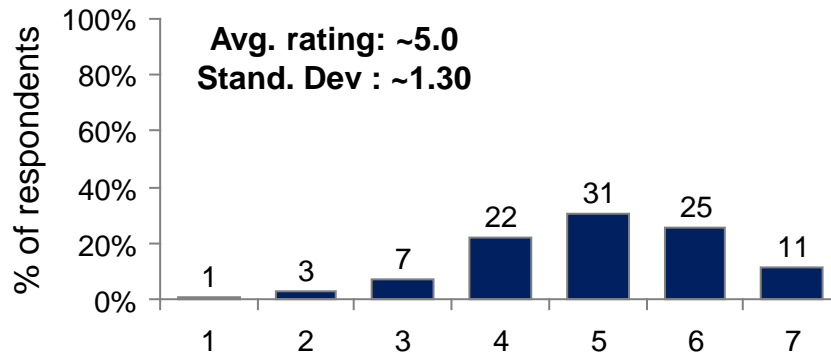
## Teaching

(n =4,481-4,502)

## Research



## Service



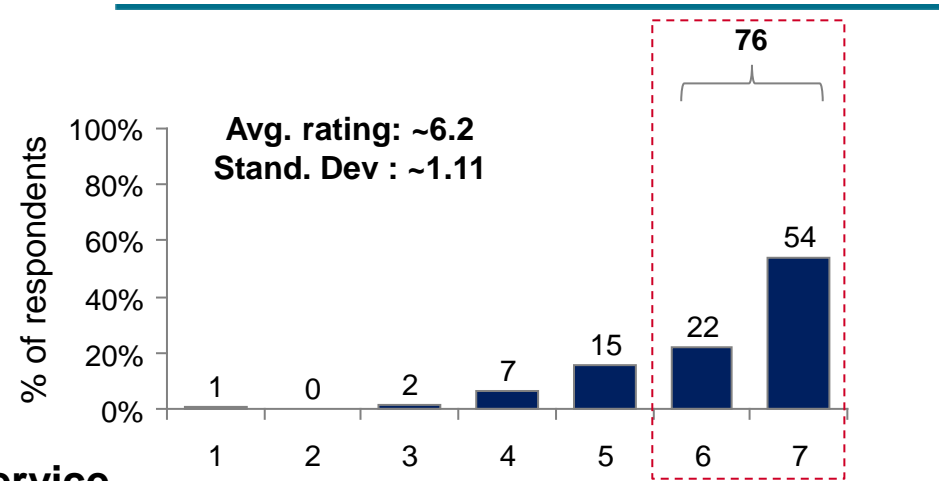
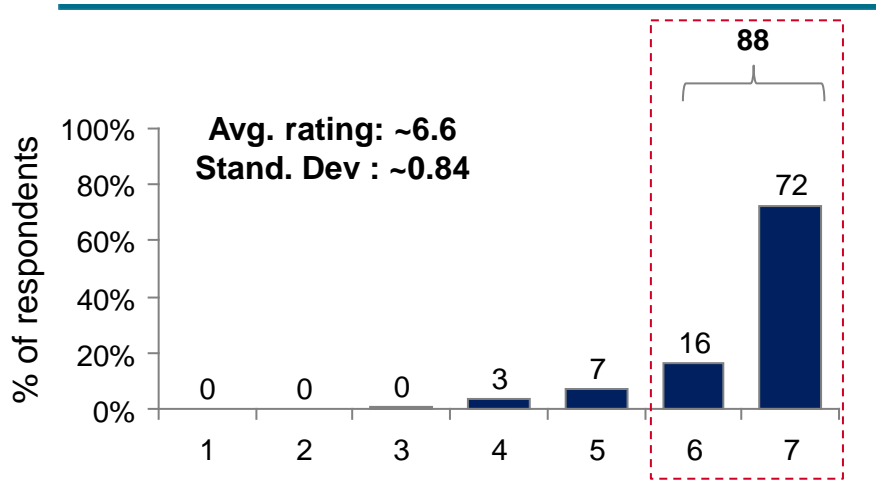
# Backup: Importance rating distribution for university mission

Scale: 1-not at all, 7-very important

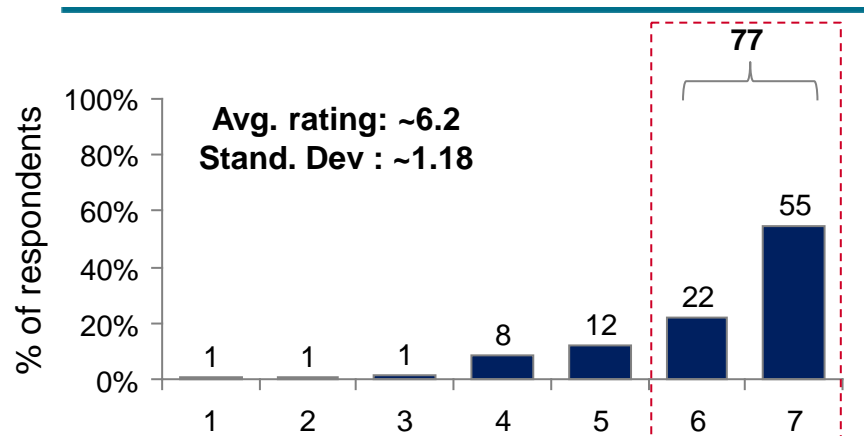
## Teaching

(n = 493-494)

## Research



## Service



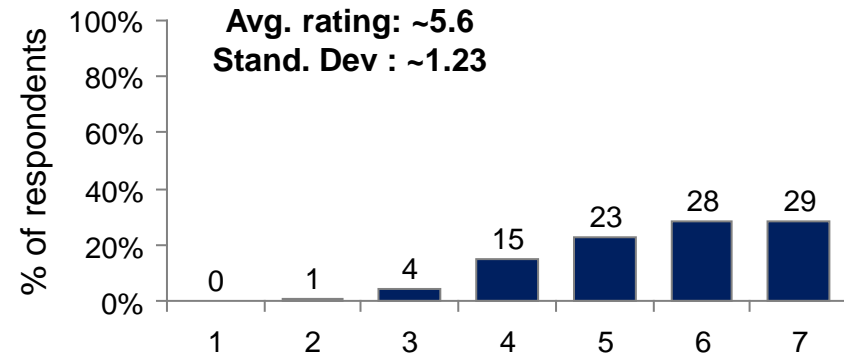
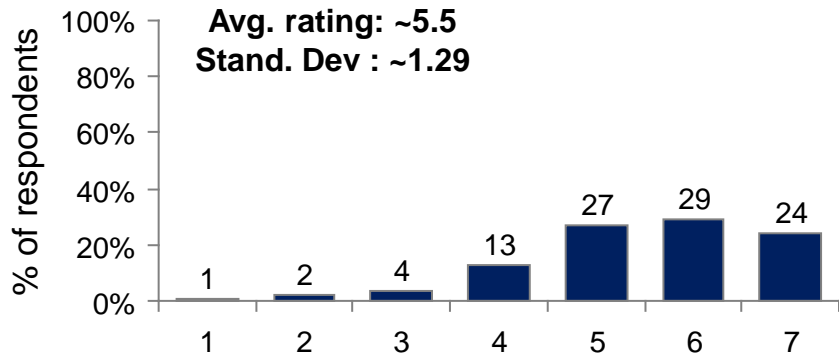
# Backup: Performance rating distribution for university mission

Scale: 1-not at all, 7-to a large extent

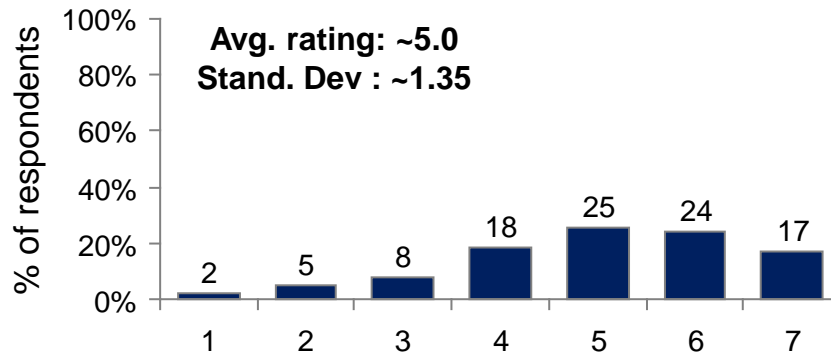
## Teaching

(n =491-493)

## Research



## Service



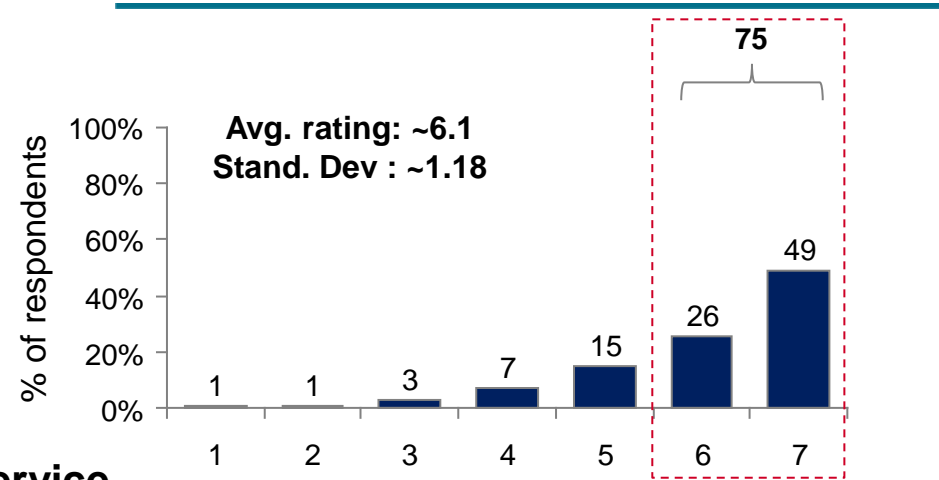
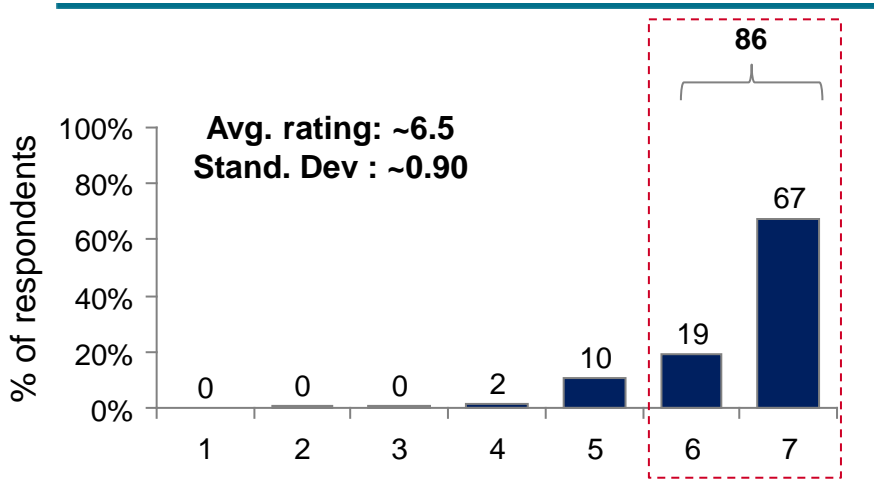
# Backup: Importance rating distribution for university mission

Scale: 1-not at all, 7-very important

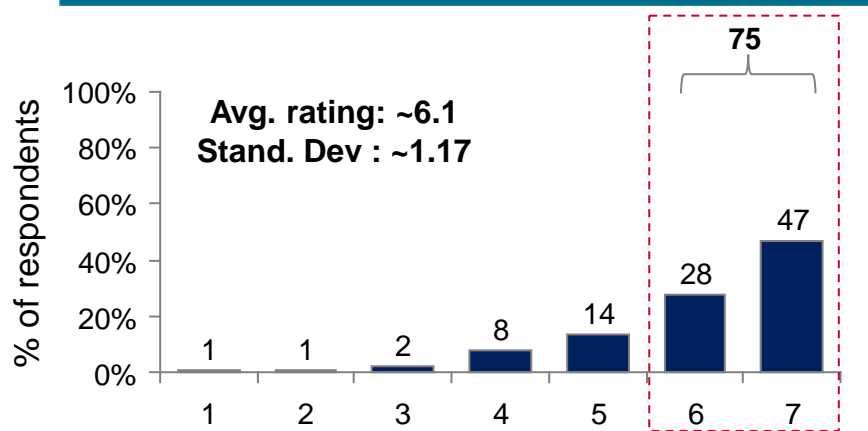
(n =637-639)

## Teaching

## Research



## Service





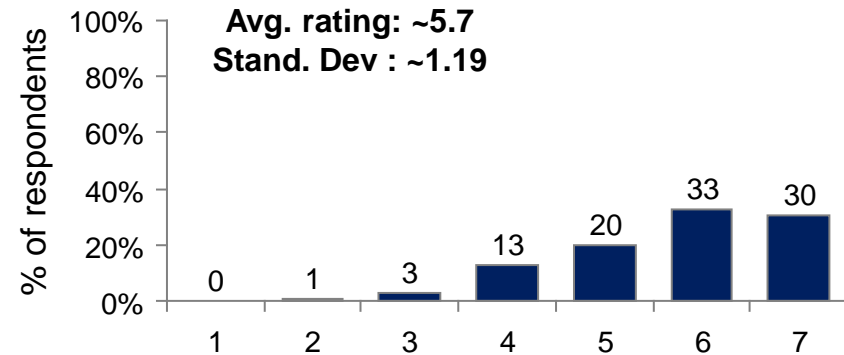
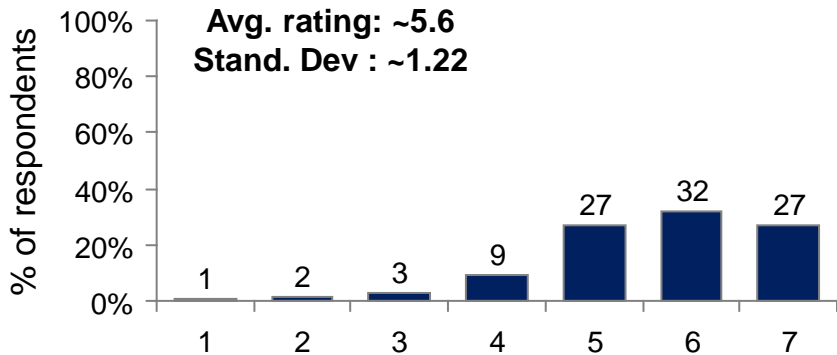
# Backup: Performance rating distribution for university mission

Scale: 1-not at all, 7-to a large extent

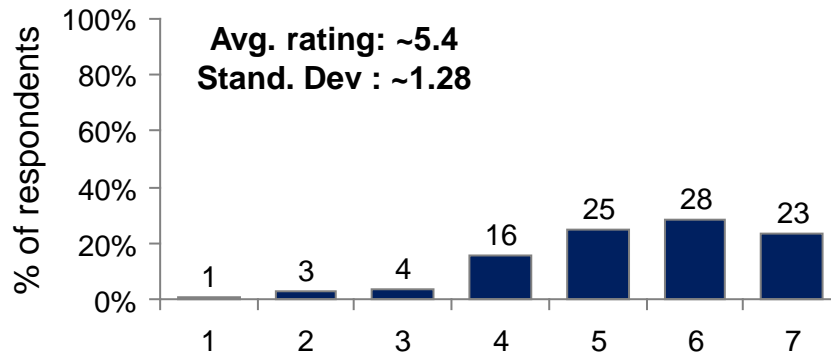
(n =633-637)

## Teaching

## Research



## Service



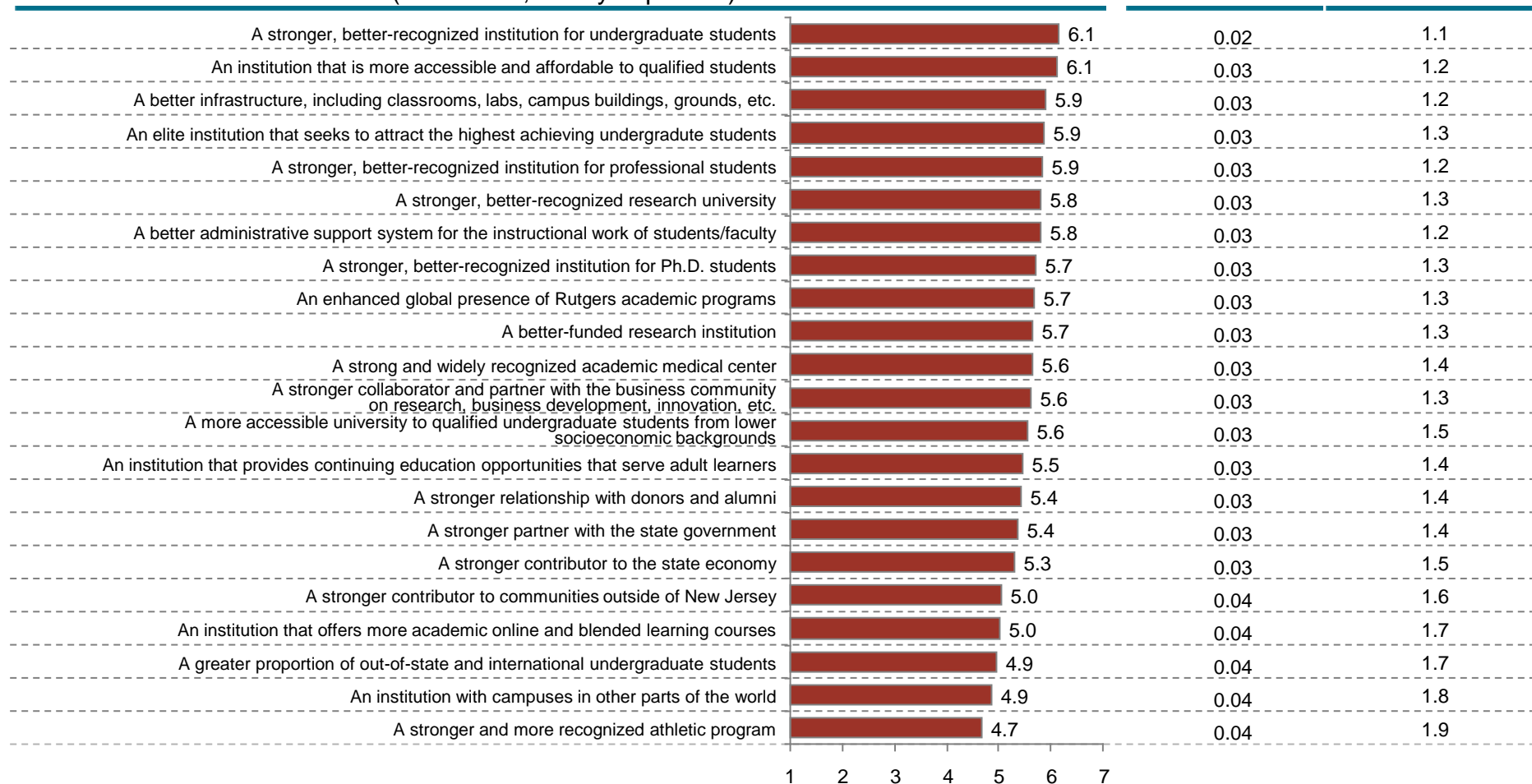
# Backup: Importance rating for the university goals

**Average importance rating:**  
(1-not at all, 7-very important)

n = 5,446-5,480

**Standard error<sup>1</sup>**

**Standard dev**



1. SE: Standard error. SE indicates that the average rating falls within +/- the value listed as the SE, with 90% confidence.

Survey question: Importance-How important is it for the university, as a whole, to pursue each of the following goals?

Source: Rutgers Strategic Plan: Survey to Faculty, Winter 2012-2013, BCG analysis

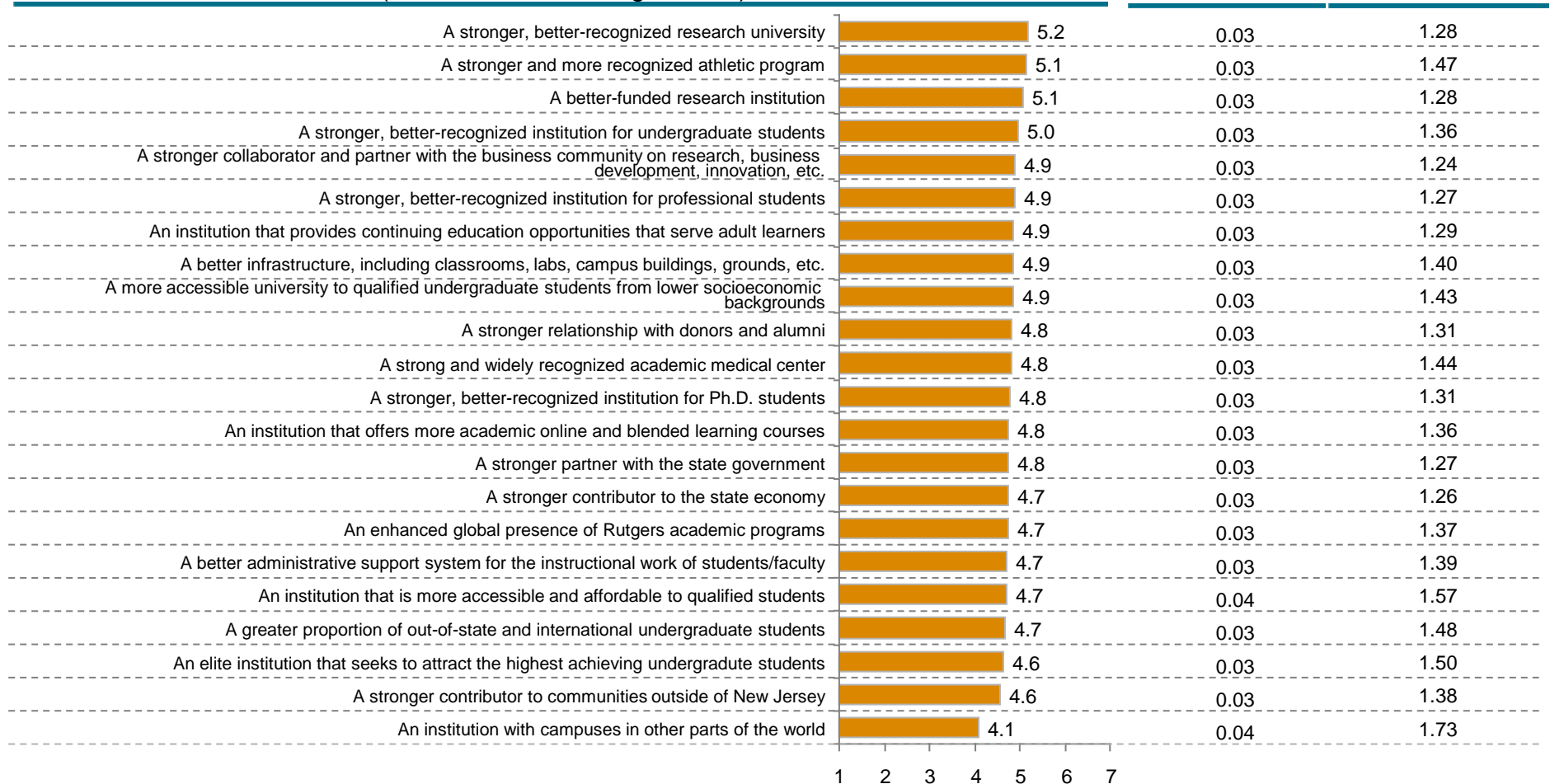
# Backup: Performance rating for the university goals

**Average delivery rating:**  
(1-not at all, 7-to a large extent)

n = 5,092-5,170

**Standard error<sup>1</sup>**

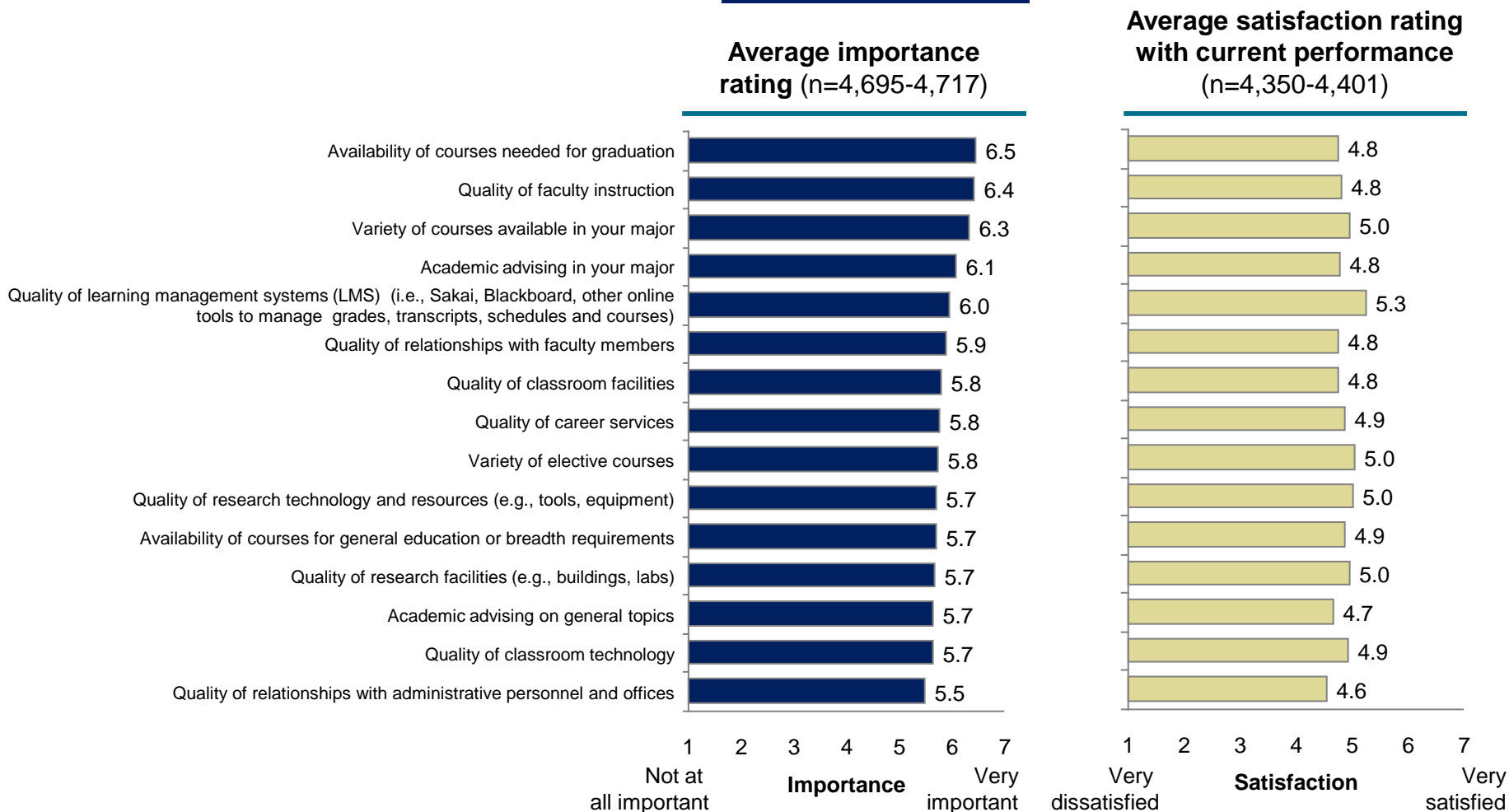
**Standard dev**



SE: Standard error. This is defined as: If x is the average value of the sample (e.g., the measured avg. importance rating for research for the Newark campus), then there is a 90% chance that the true average will fall between  $x - SE$  and  $x + SE$

Survey question: To what extent is Rutgers already delivering on these goals? Source: Rutgers Strategic Plan: Survey to students – undergraduate respondents, Winter 2012-2013, BCG analysis 26

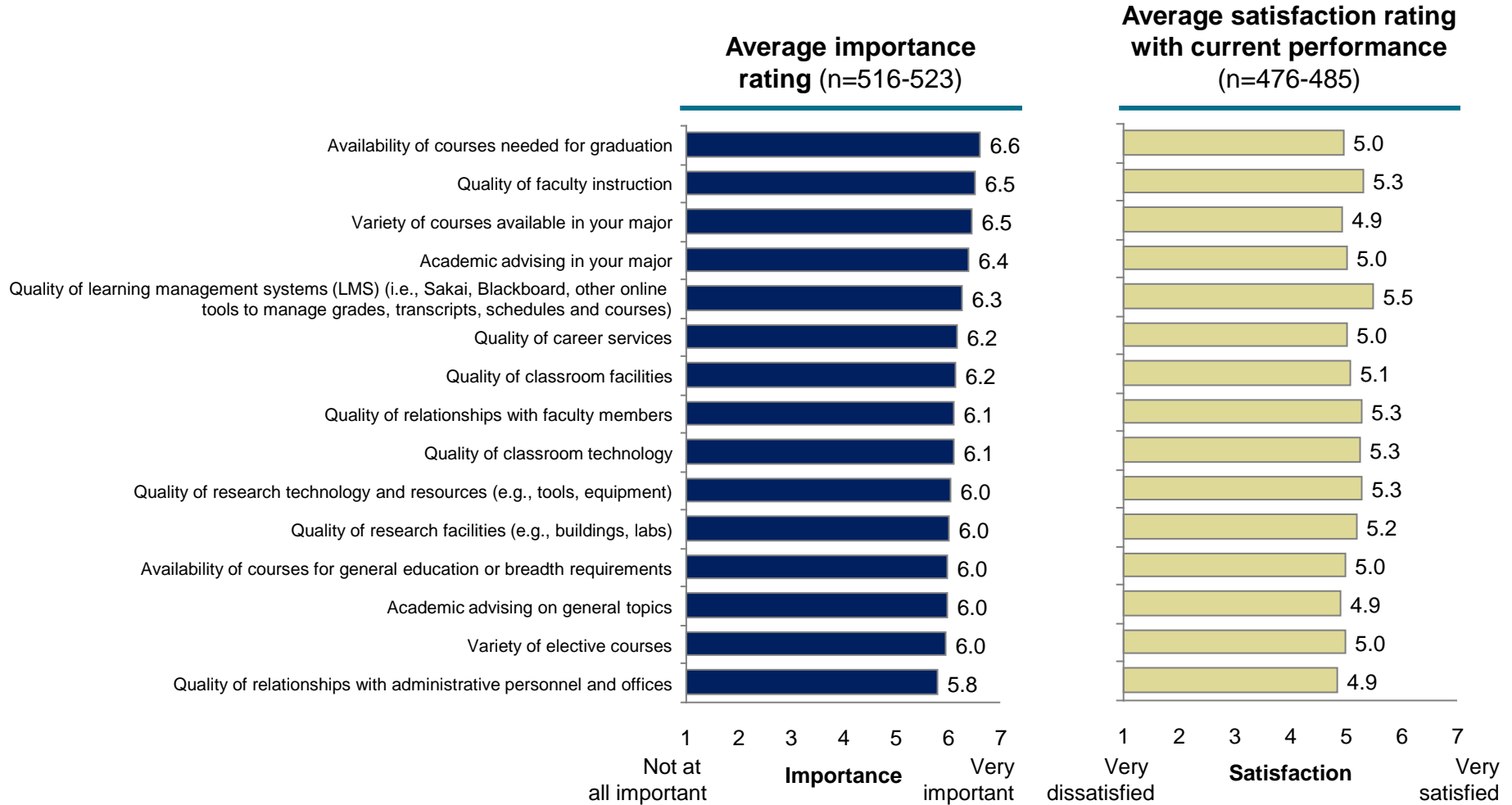
# New Brunswick: Ratings of importance and satisfaction with areas of academic life



Survey questions: Importance-How important are the following aspects of your academic life/student life/ the university's services and facilities at Rutgers? Satisfaction-How satisfied are you with your experience at Rutgers in the following aspects related to your academic life/student life/ the university's services and facilities at Rutgers?

Source: Rutgers Strategic Plan: Survey to students – undergraduate respondents, Winter 2012-2013, BCG analysis

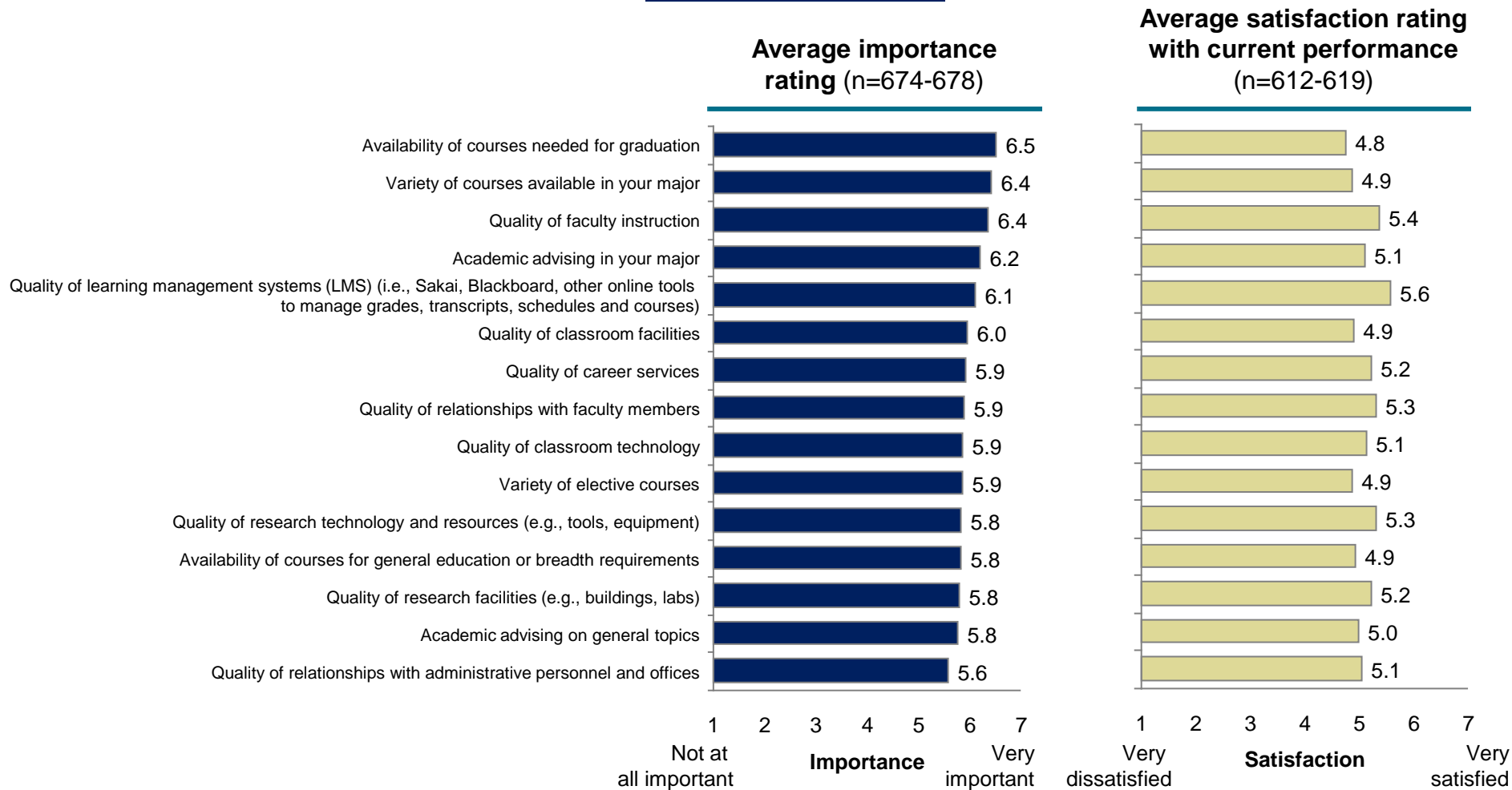
# Newark: Ratings of importance and satisfaction with areas of academic life



Survey questions: Importance-How important are the following aspects of your academic life/student life/ the university's services and facilities at Rutgers? Satisfaction-How satisfied are you with your experience at Rutgers in the following aspects related to your academic life/student life/ the university's services and facilities at Rutgers?

Source: Rutgers Strategic Plan: Survey to students – undergraduate respondents, Winter 2012-2013, BCG analysis

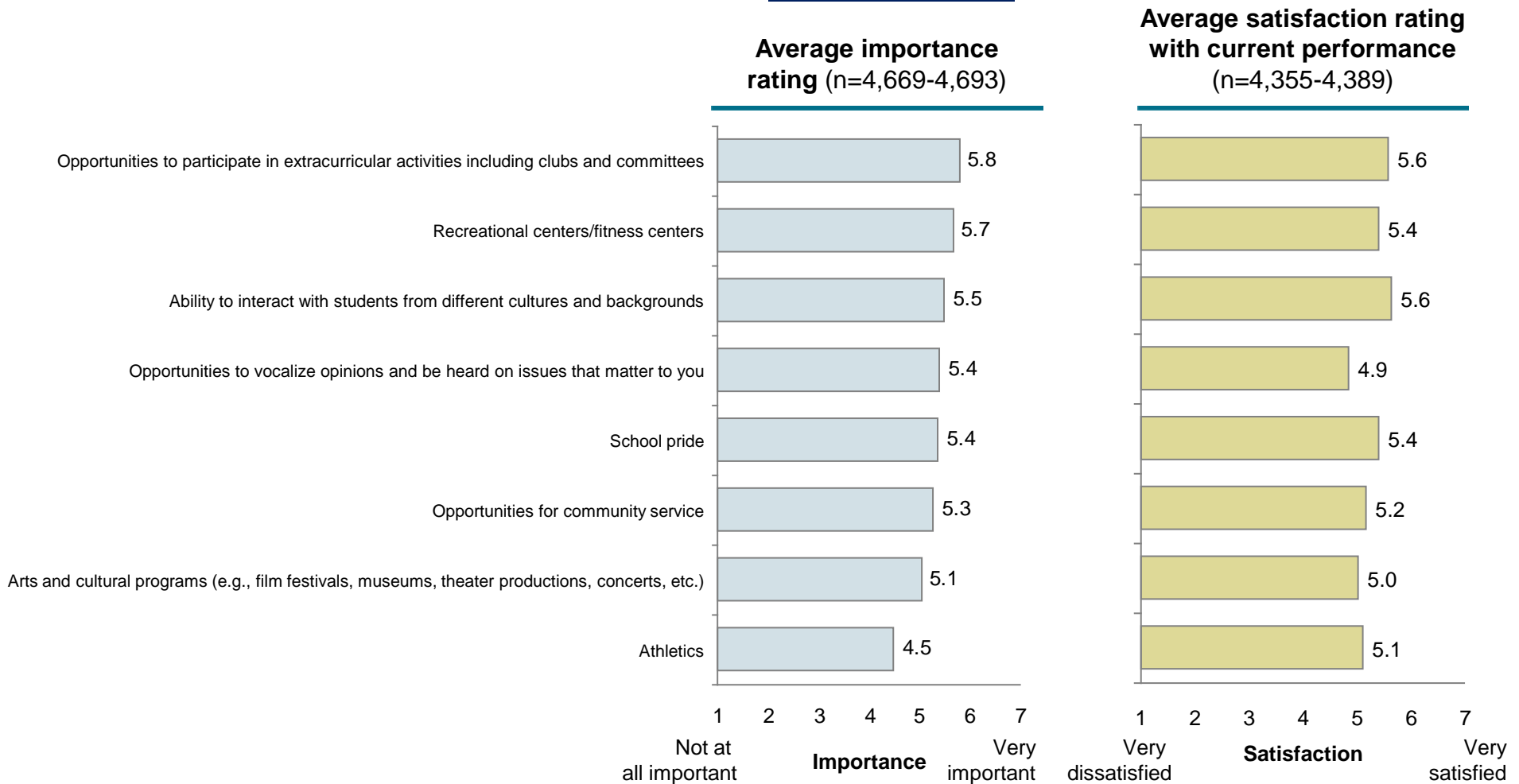
# Camden: Ratings of importance and satisfaction with areas of academic life



Survey questions: Importance-How important are the following aspects of your academic life/student life/ the university's services and facilities at Rutgers? Satisfaction-How satisfied are you with your experience at Rutgers in the following aspects related to your academic life/student life/ the university's services and facilities at Rutgers?

Source: Rutgers Strategic Plan: Survey to students – undergraduate respondents, Winter 2012-2013, BCG analysis

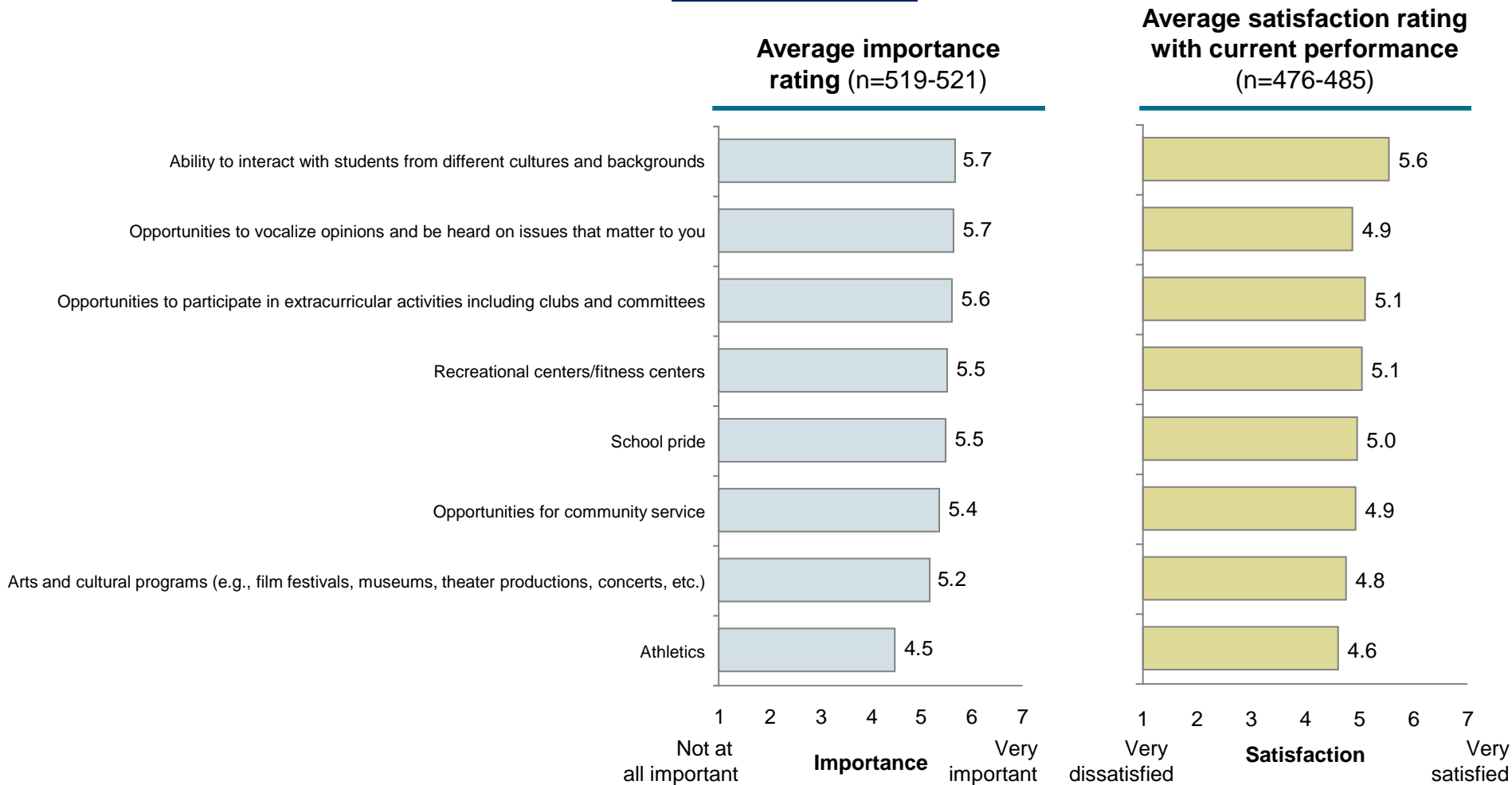
# New Brunswick: Ratings of importance and satisfaction with areas of student life



Survey questions: Importance-How important are the following aspects of your academic life/student life/ the university's services and facilities at Rutgers? Satisfaction-How satisfied are you with your experience at Rutgers in the following aspects related to your academic life/student life/ the university's services and facilities at Rutgers?

Source: Rutgers Strategic Plan: Survey to students – undergraduate respondents, Winter 2012-2013, BCG analysis

# Newark: Ratings of importance and satisfaction with areas of student life

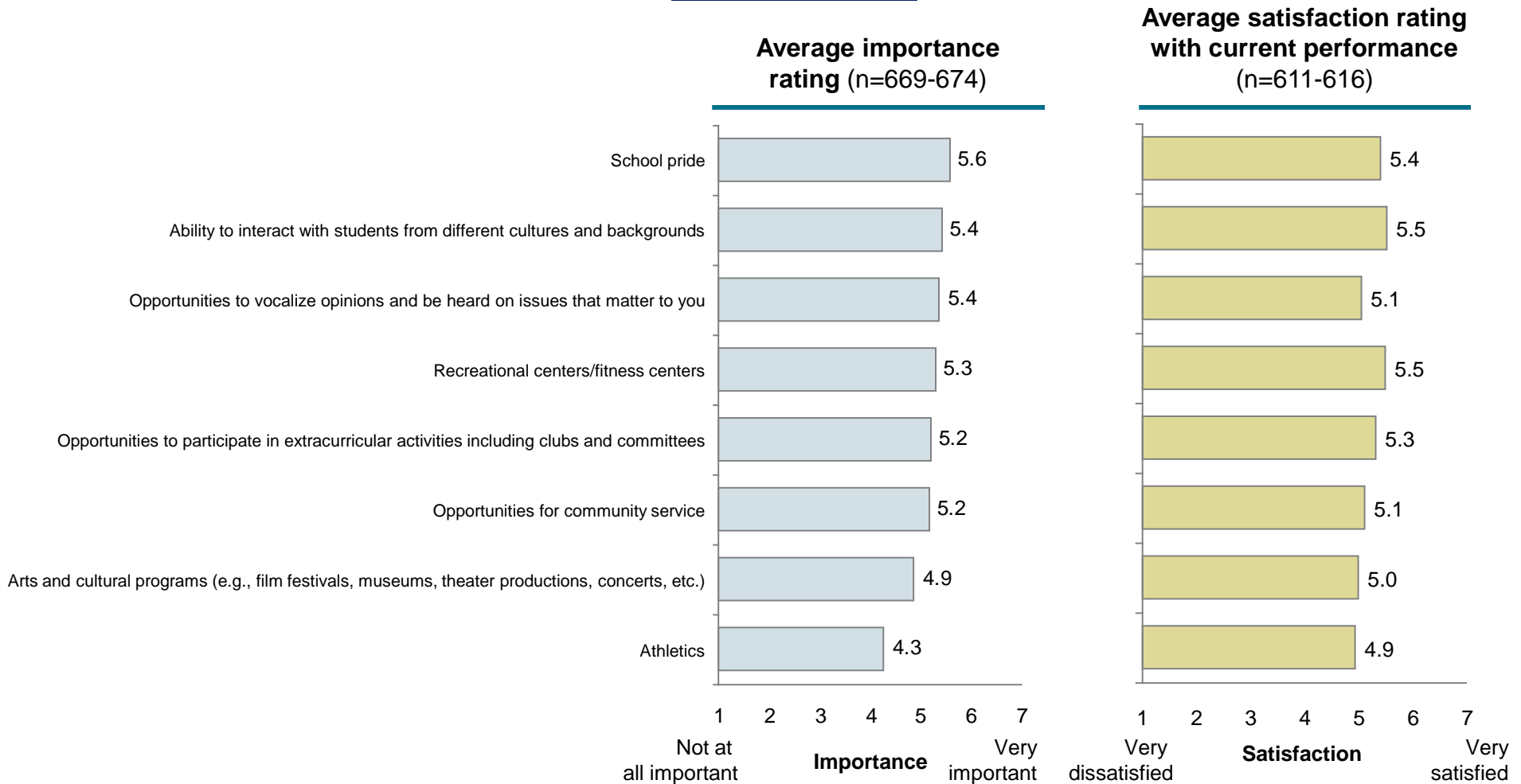


Survey questions: Importance-How important are the following aspects of your academic life/student life/ the university's services and facilities at Rutgers? Satisfaction-How satisfied are you with your experience at Rutgers in the following aspects related to your academic life/student life/ the university's services and facilities at Rutgers?

Source: Rutgers Strategic Plan: Survey to students – undergraduate respondents, Winter 2012-2013, BCG analysis



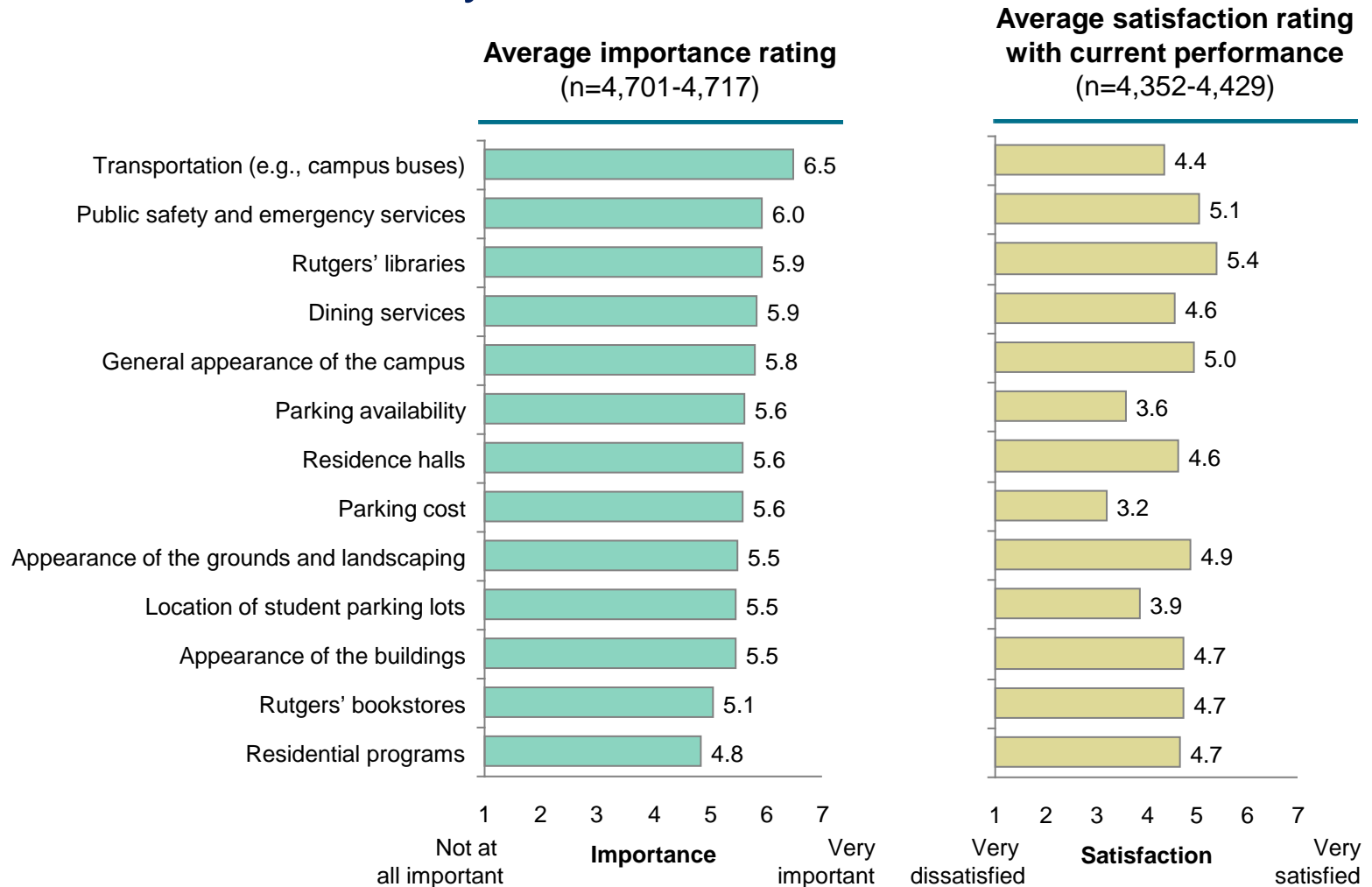
# Camden: Ratings of importance and satisfaction with areas of student life



Survey questions: Importance-How important are the following aspects of your academic life/student life/ the university's services and facilities at Rutgers? Satisfaction-How satisfied are you with your experience at Rutgers in the following aspects related to your academic life/student life/ the university's services and facilities at Rutgers?

Source: Rutgers Strategic Plan: Survey to students – undergraduate respondents, Winter 2012-2013, BCG analysis

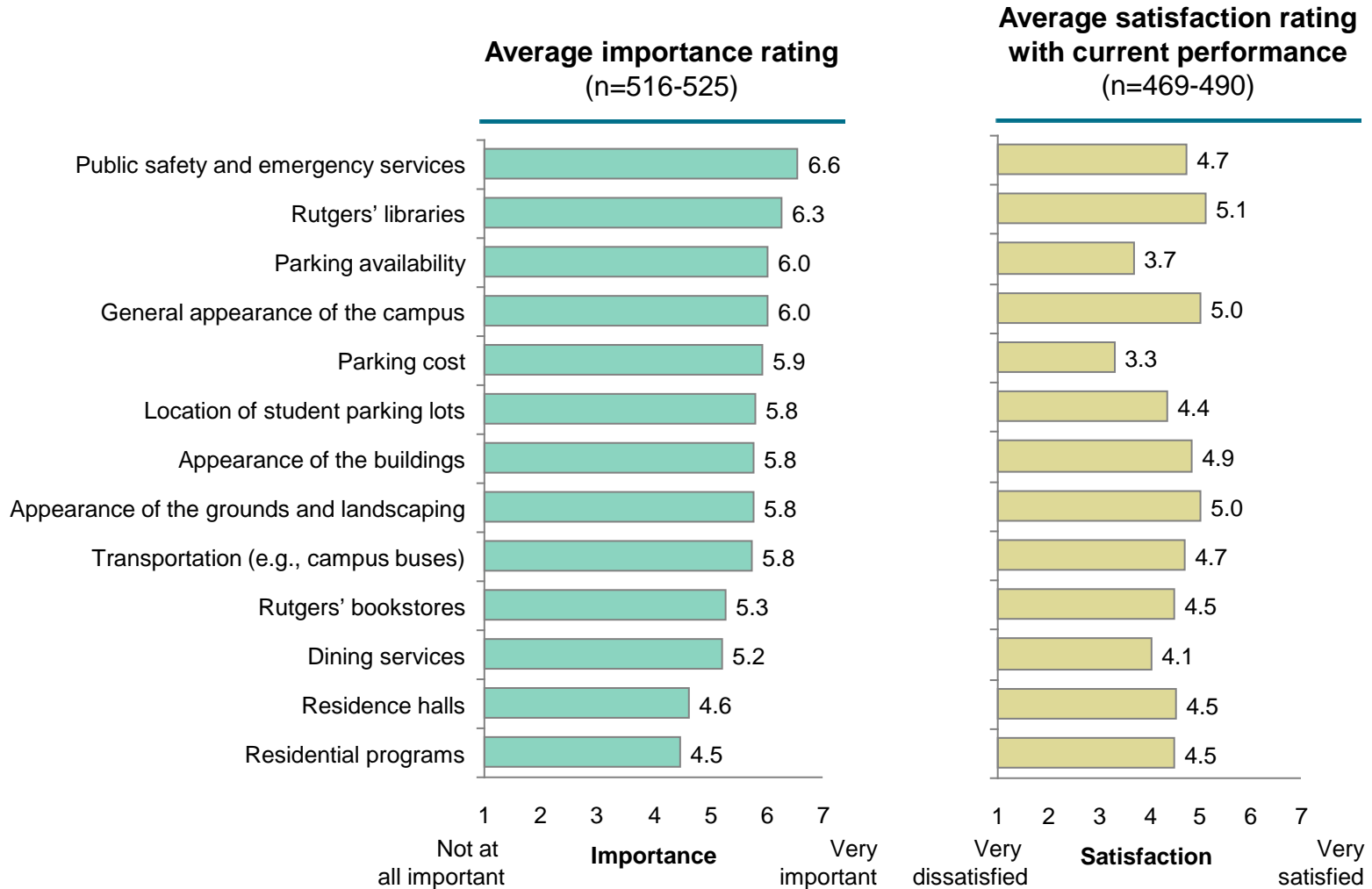
# New Brunswick: Ratings of importance and satisfaction with university facilities and services



Survey questions: Importance-How important are the following aspects of your academic life/student life/ the university's services and facilities at Rutgers? Satisfaction-How satisfied are you with your experience at Rutgers in the following aspects related to your academic life/student life/ the university's services and facilities at Rutgers?

Source: Rutgers Strategic Plan: Survey to students – undergraduate respondents, Winter 2012-2013, BCG analysis

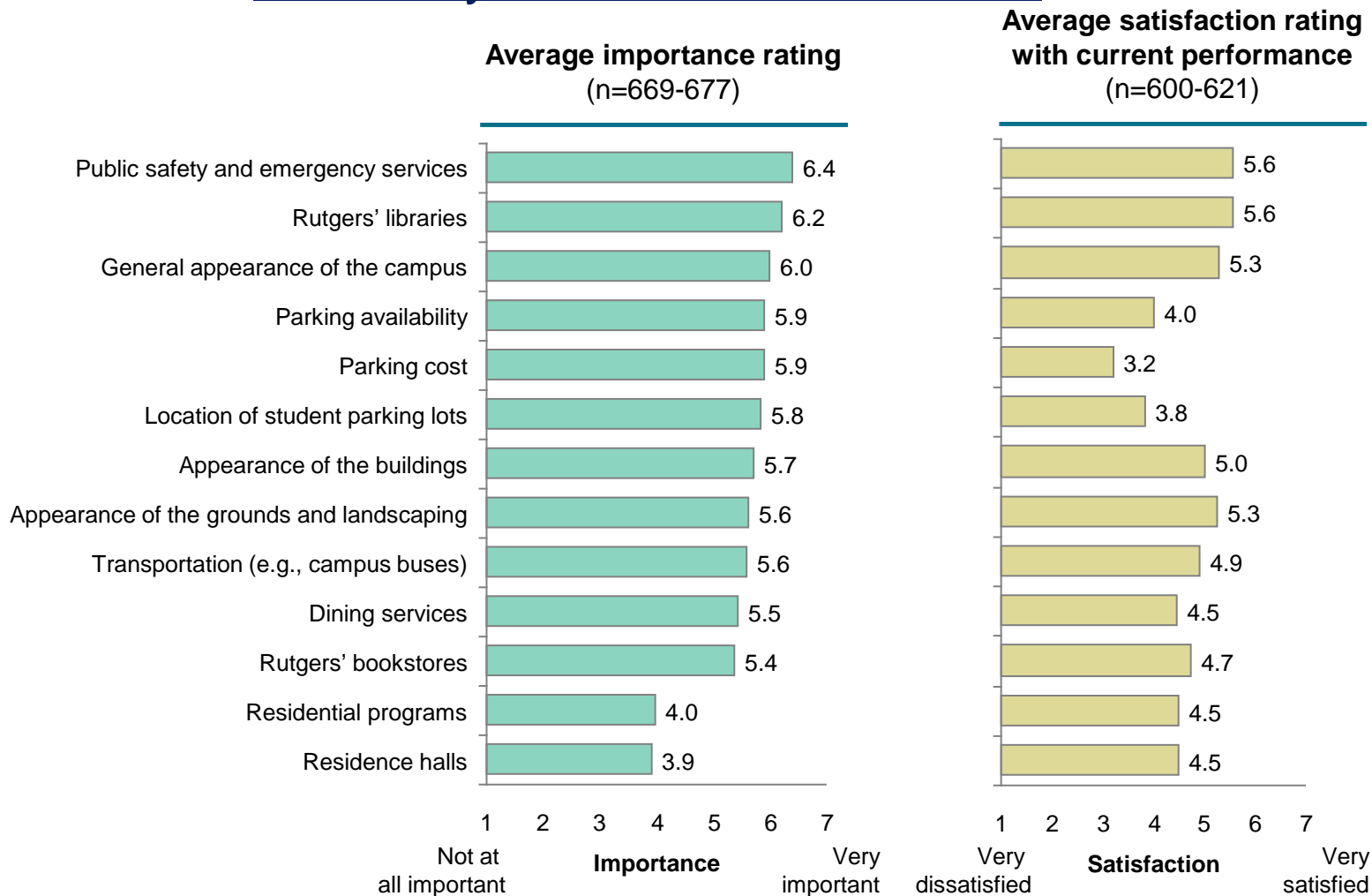
# Newark: Ratings of importance and satisfaction with university facilities and services



Survey questions: Importance-How important are the following aspects of your academic life/student life/ the university's services and facilities at Rutgers? Satisfaction-How satisfied are you with your experience at Rutgers in the following aspects related to your academic life/student life/ the university's services and facilities at Rutgers?

Source: Rutgers Strategic Plan: Survey to students – undergraduate respondents, Winter 2012-2013, BCG analysis

# Camden: Ratings of importance and satisfaction with university facilities and services



Survey questions: Importance-How important are the following aspects of your academic life/student life/ the university's services and facilities at Rutgers? Satisfaction-How satisfied are you with your experience at Rutgers in the following aspects related to your academic life/student life/ the university's services and facilities at Rutgers?

Source: Rutgers Strategic Plan: Survey to students – undergraduate respondents, Winter 2012-2013, BCG analysis