



FINDINGS FROM THE 2012 PARENT SURVEY

Office of Institutional Research
Dartmouth College



Contents

<u>Title</u>	<u>Page</u>
Overview	3
Survey Methodology	4
Definition of Peer Group	5
Parent Satisfaction	6
Areas of Pleased	10
Areas of Disappointment	17

Overview

- The Parent Survey is a survey of parents of undergraduates.
- The survey consists of items related to satisfaction, parent engagement, and paying for college.
- This survey was conducted in spring of 2012.
- The survey was administered electronically.

Survey Methodology

- Advance notice and invitation were sent from Provost Carol Folt; two reminders were sent from OIR.
- Invitations were sent to 3,693 parents of 2,239 undergraduate students using available email addresses.
- Dartmouth's response rate was 41% (n = 1,503).
- Due to limited emails for 3rd & 4th year students, analysis is based on responses from parents of 1st & 2nd year students.
- The unit of analysis is parent response.



Definition of Peer Groups

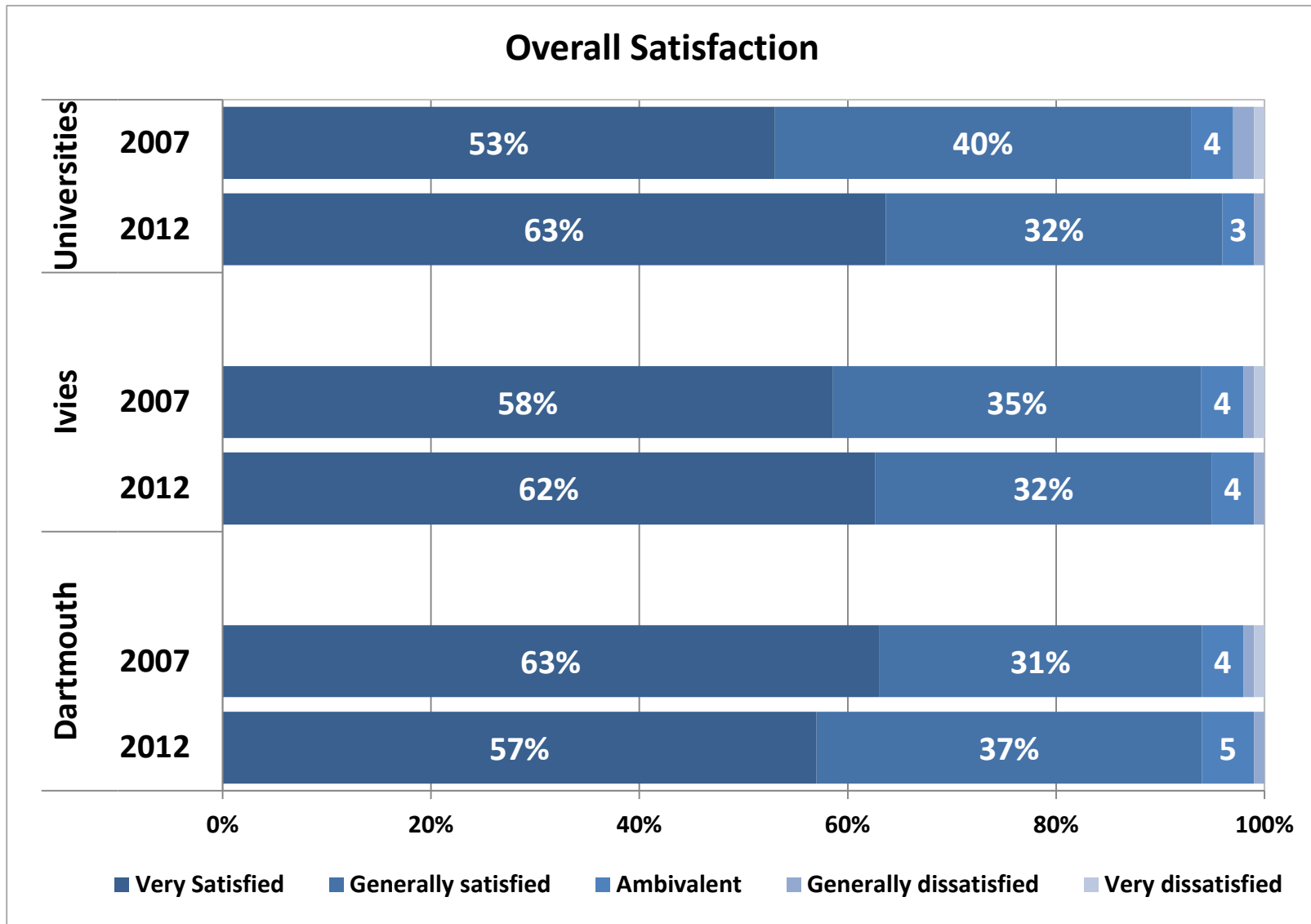
- Thirty-two highly selective, private colleges and universities participated in the 2012 Parent Survey. We selected 19 of the participating schools to include in this investigation.
- Two peer groups were created to provide an external point of comparison and bench-marking for our survey results.
- Universities contains highly selective, private universities (n = 11) and Ivies includes participating Ivy League schools (n = 7).



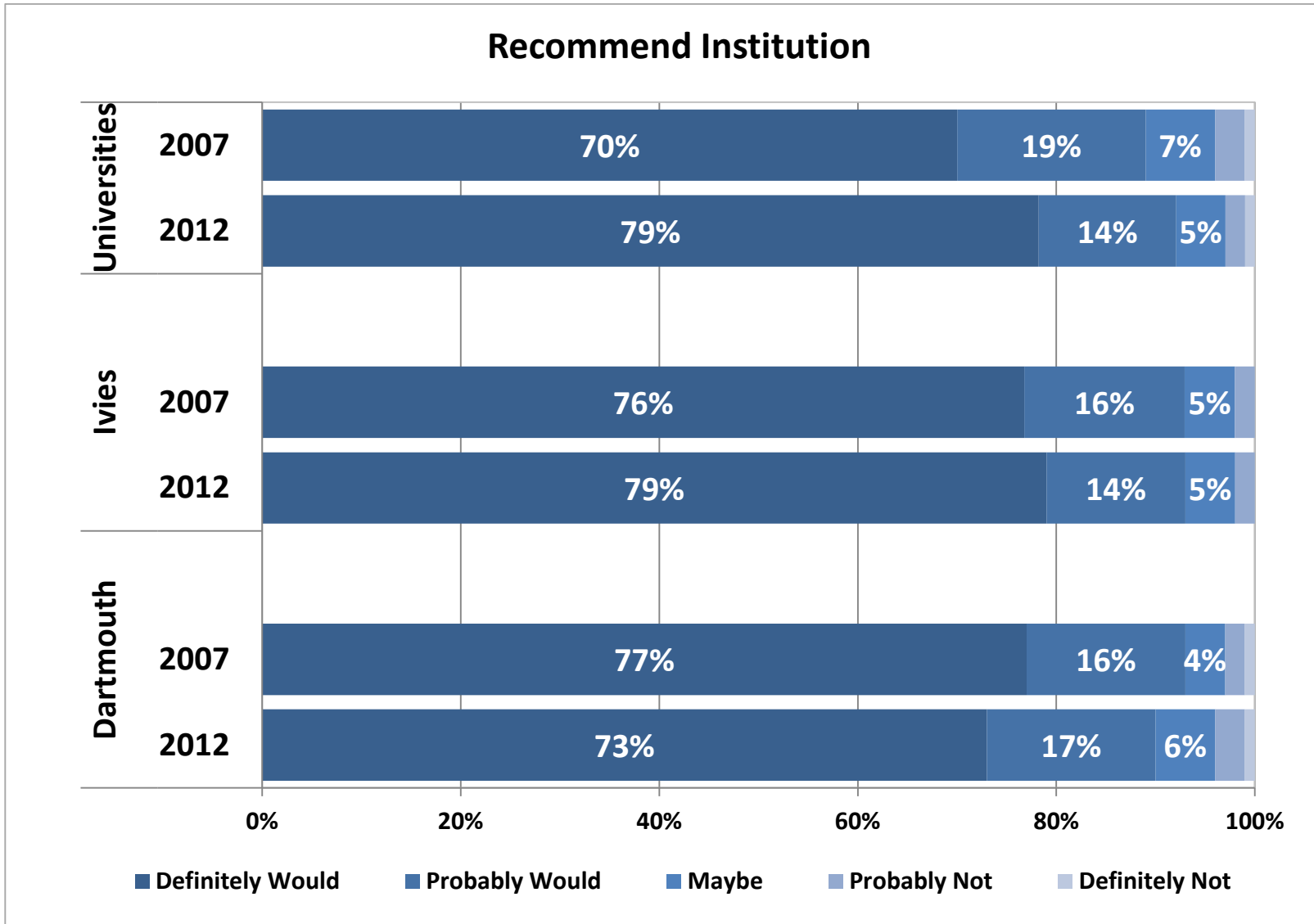
PARENT SATISFACTION



Overall Satisfaction

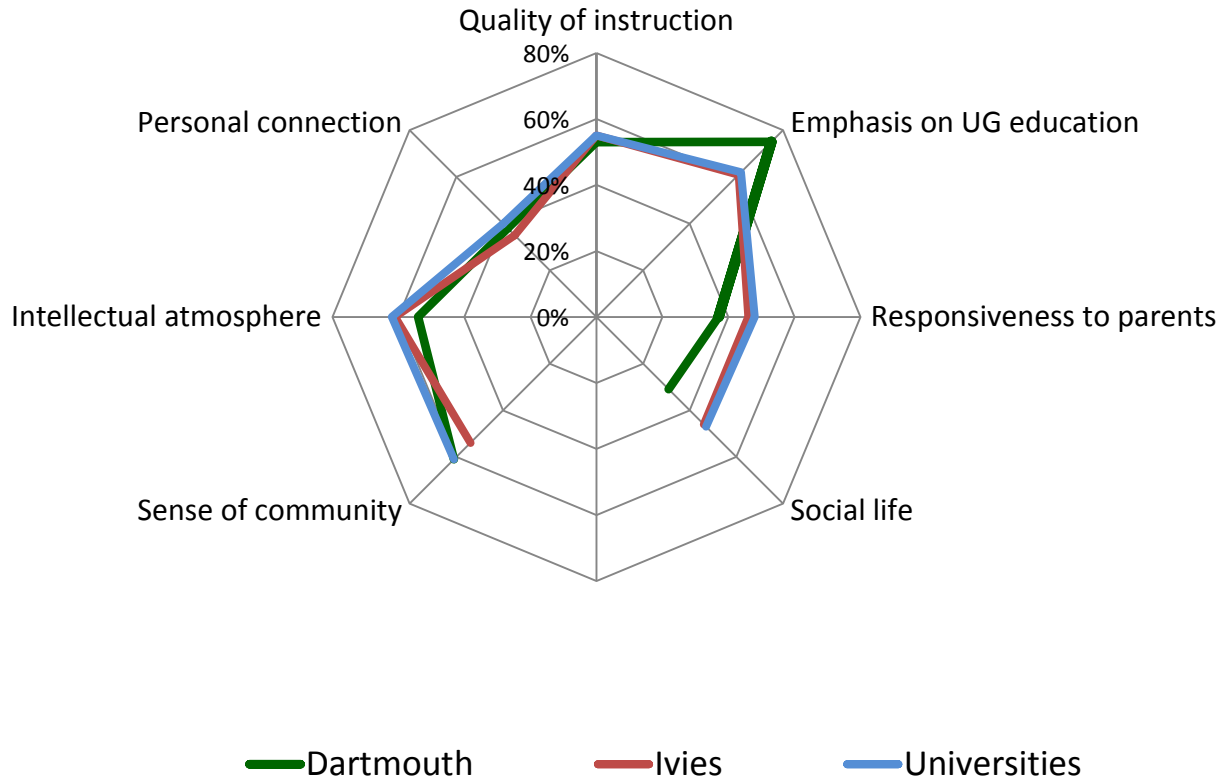


Recommendation of Institution



Areas of Satisfaction

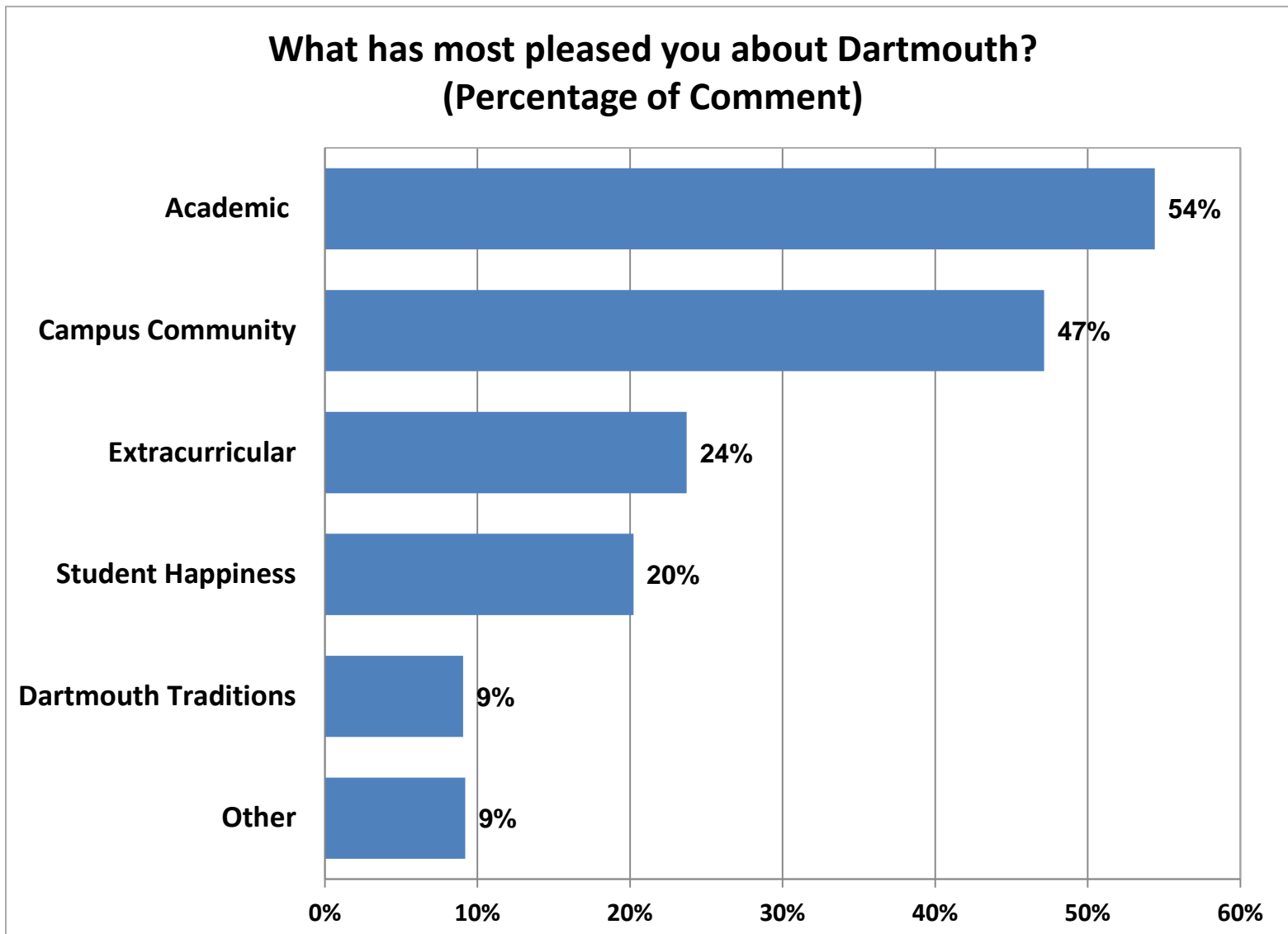
Percentage "Very Satisfied"



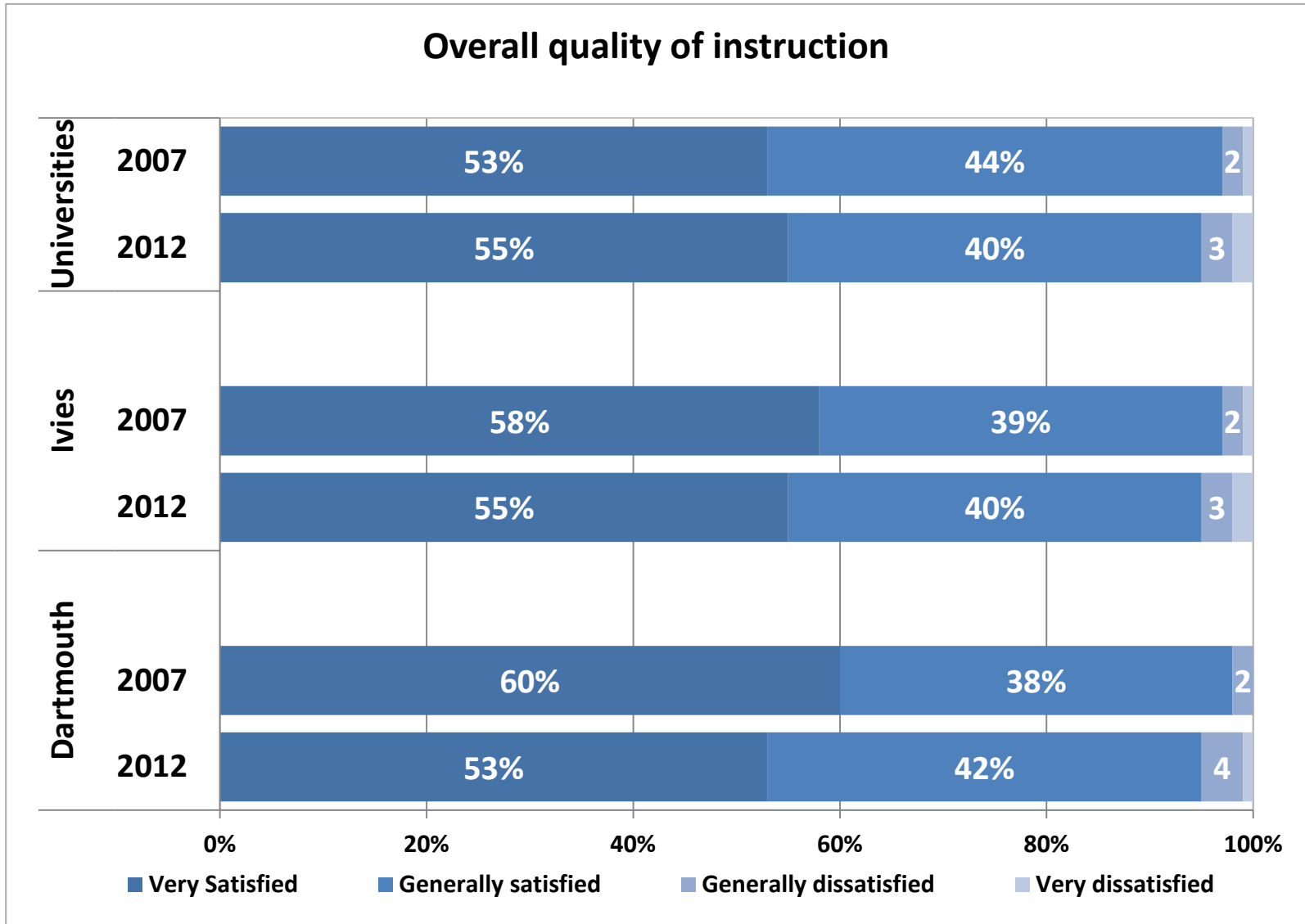
AREAS OF PLEASSED



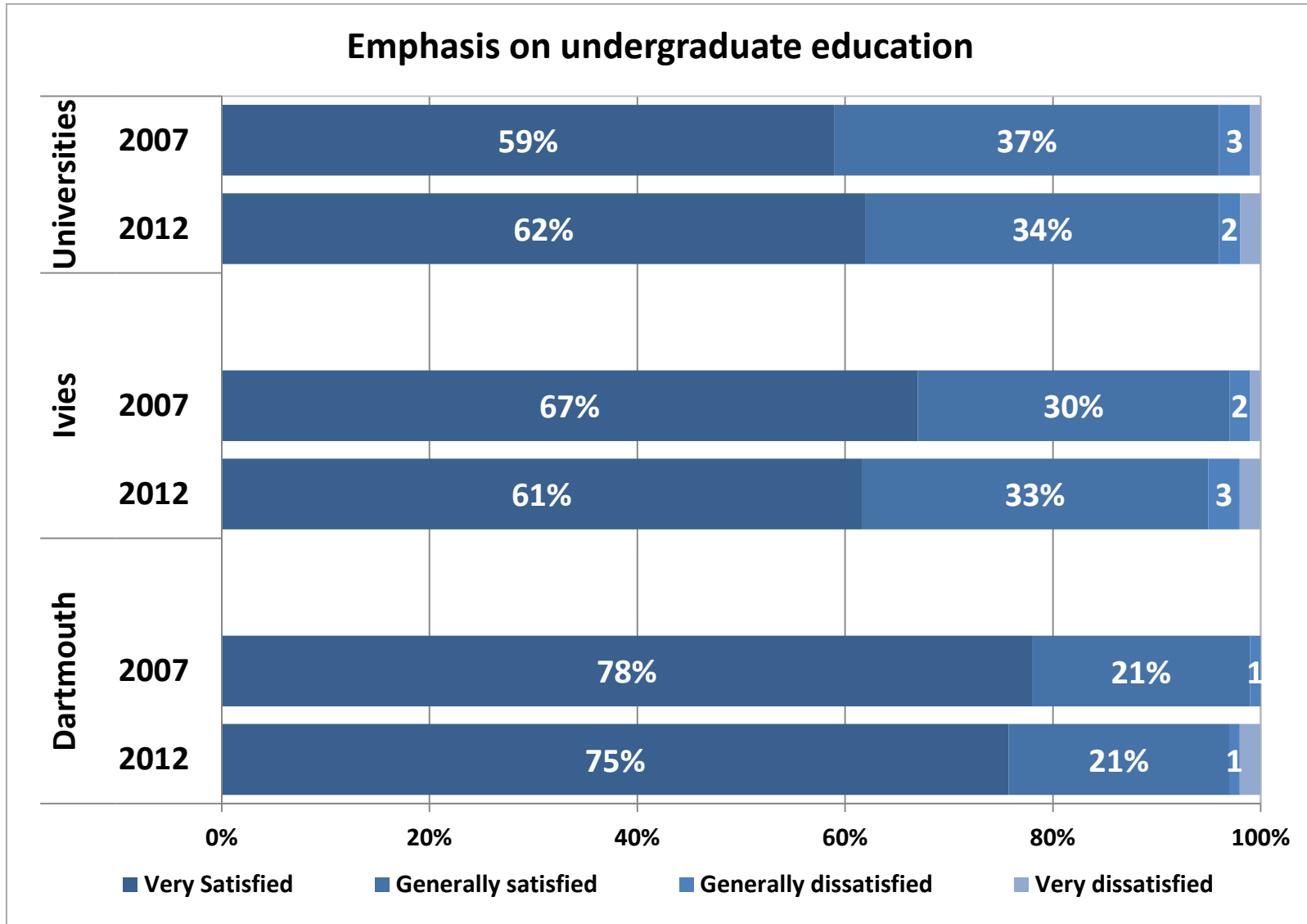
Most pleased about...



Areas of Pleased

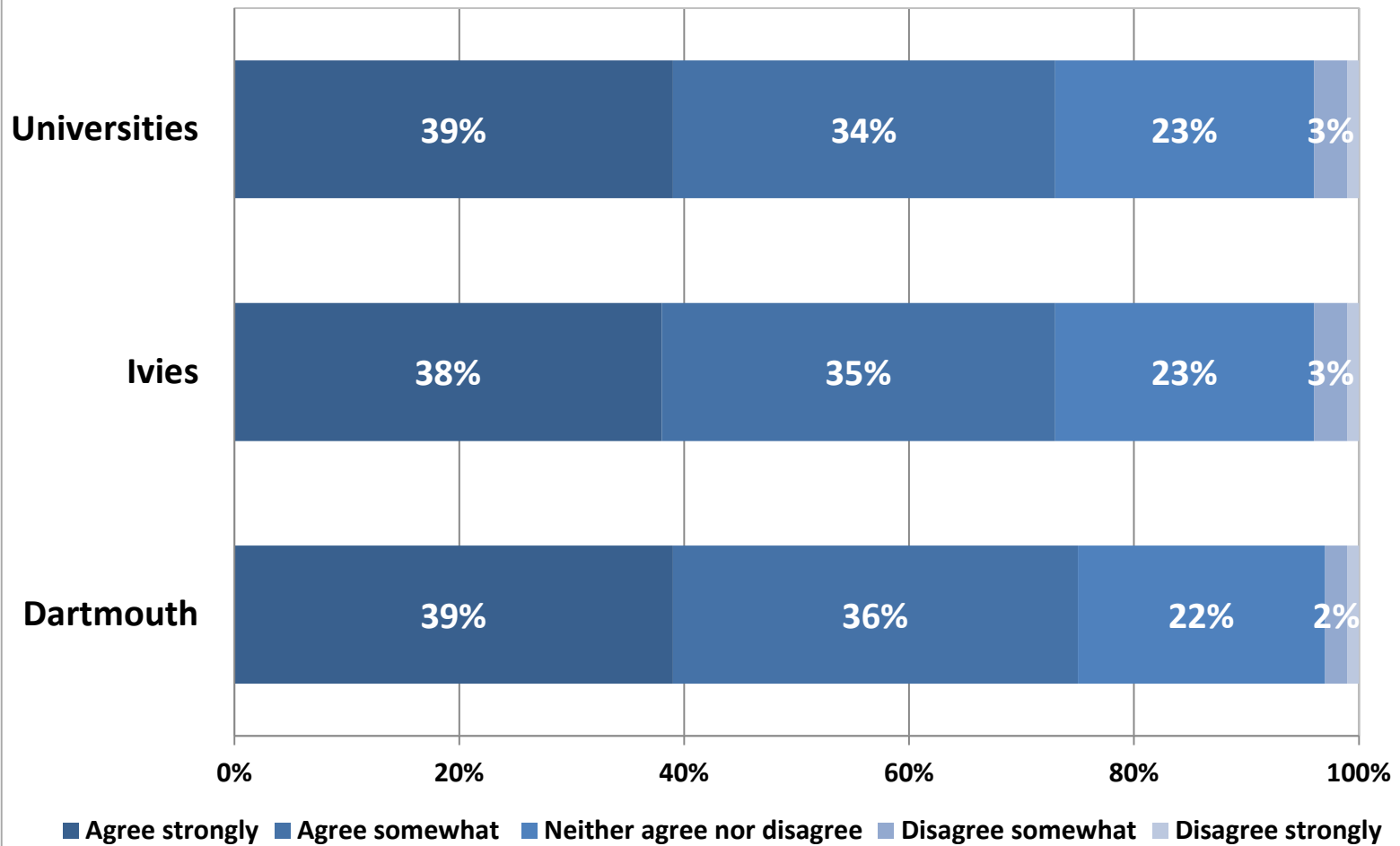


Areas of Pleased

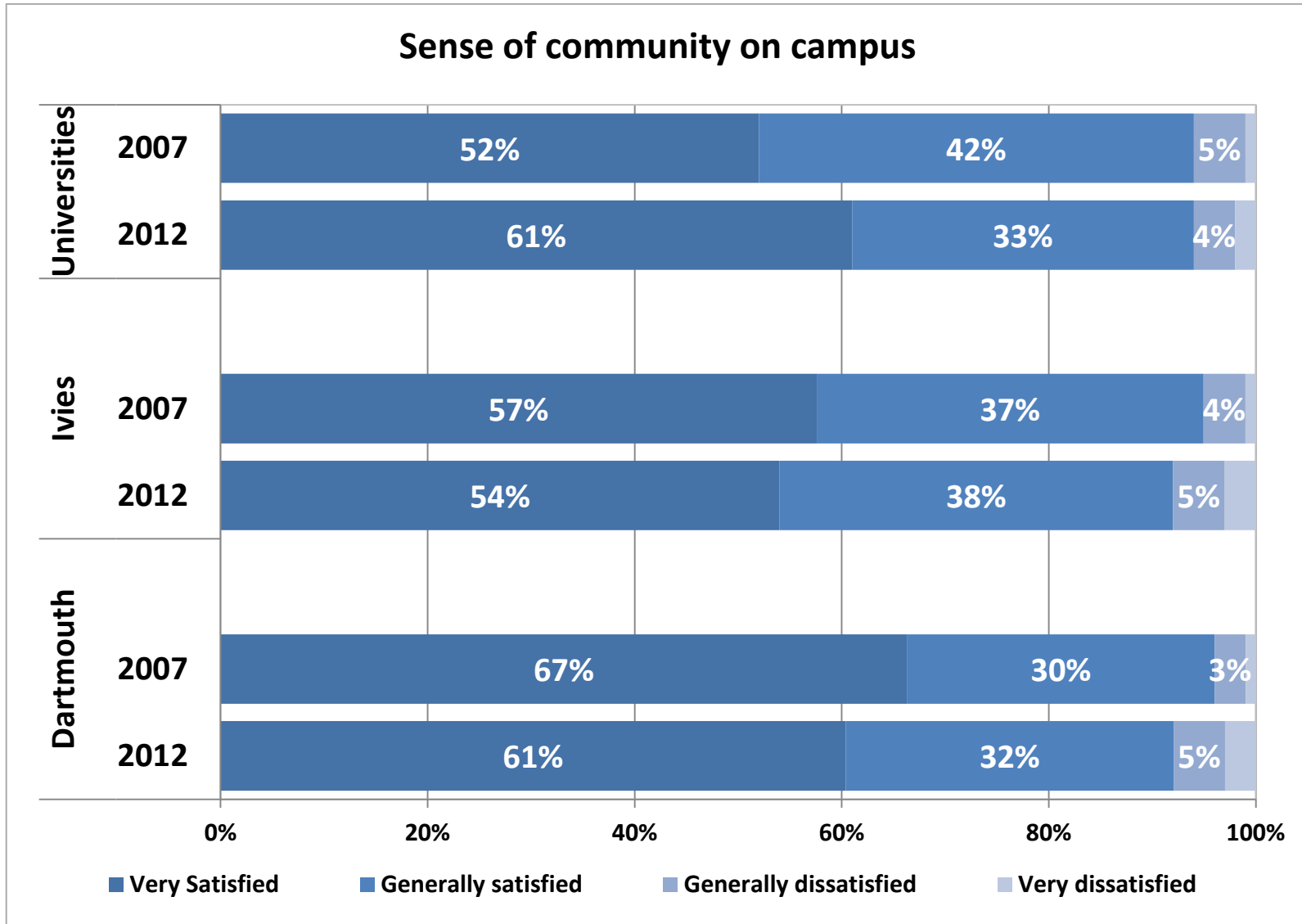


Areas of Pleased

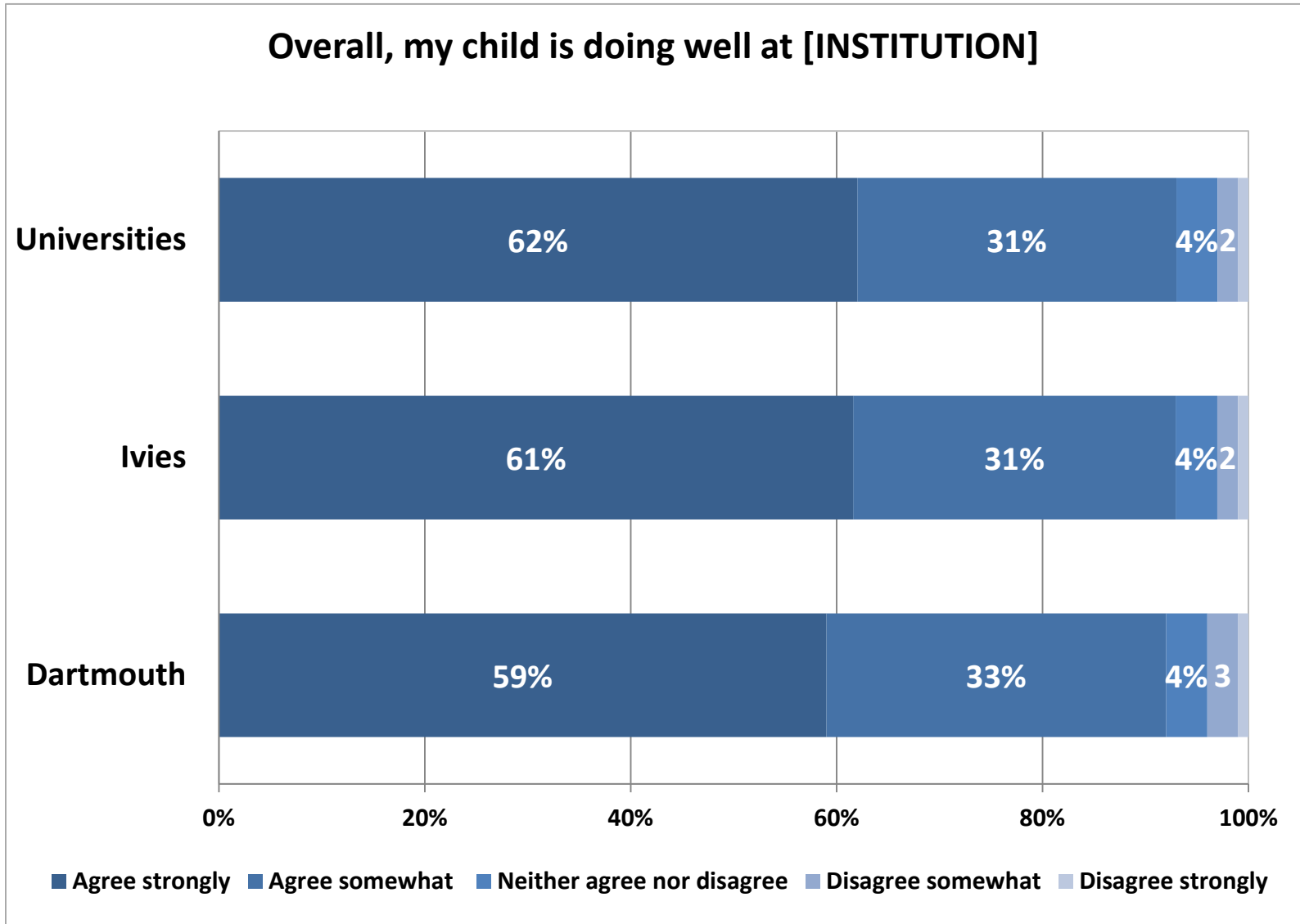
Faculty research enriches the undergraduate experience.



Areas of Pleased



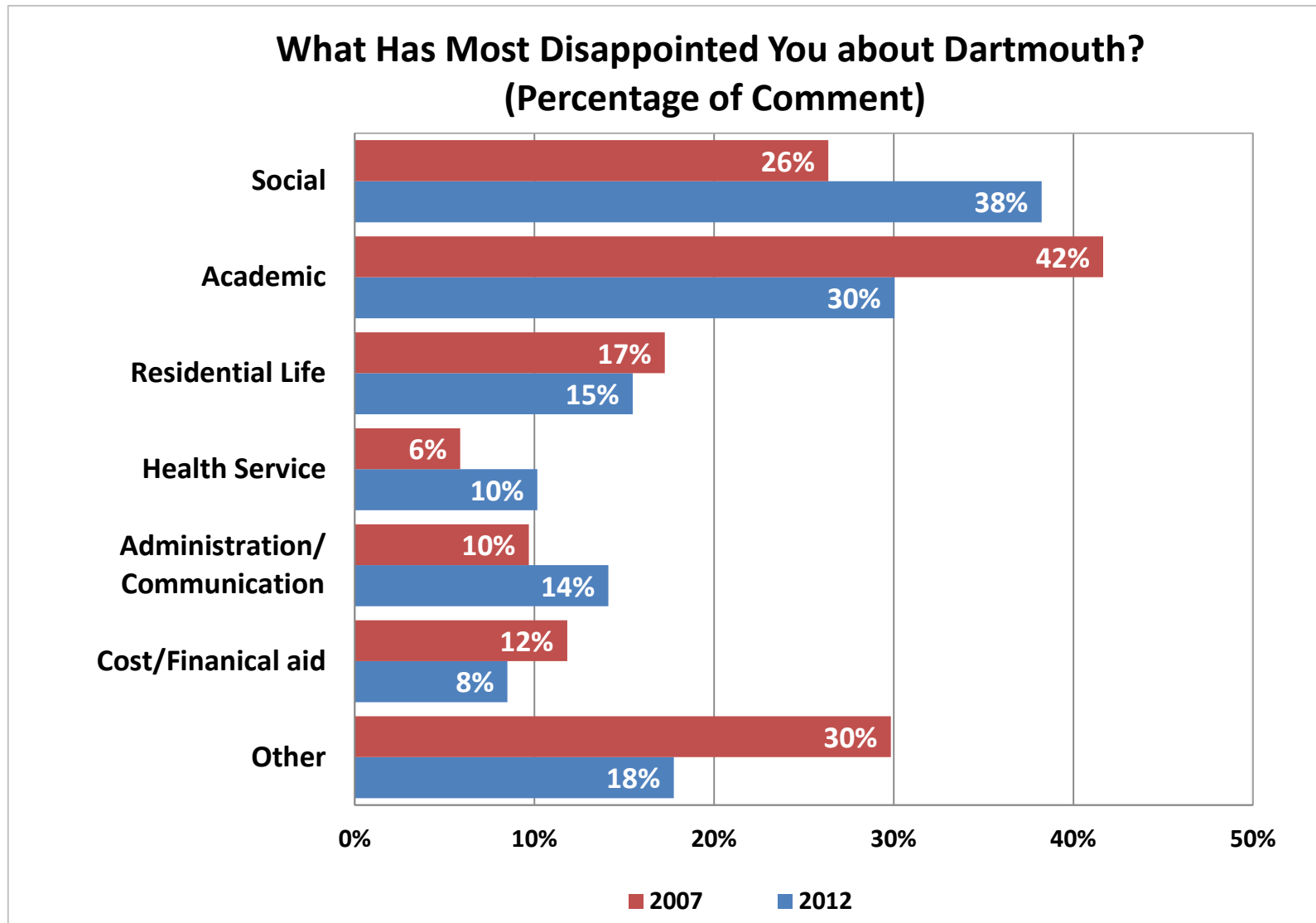
Areas of Pleased



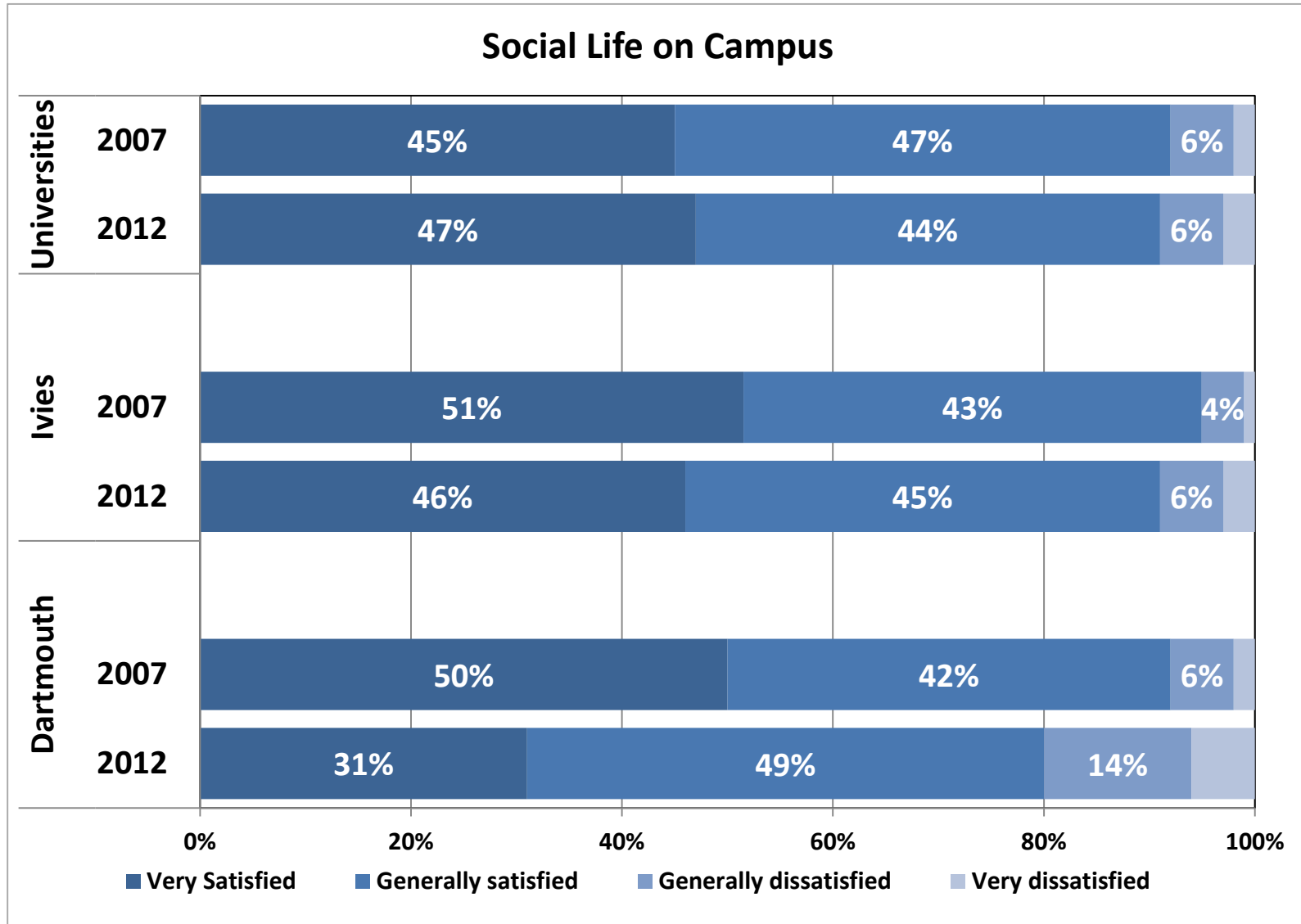
AREAS OF DISAPPOINTMENT



Areas of Disappointment

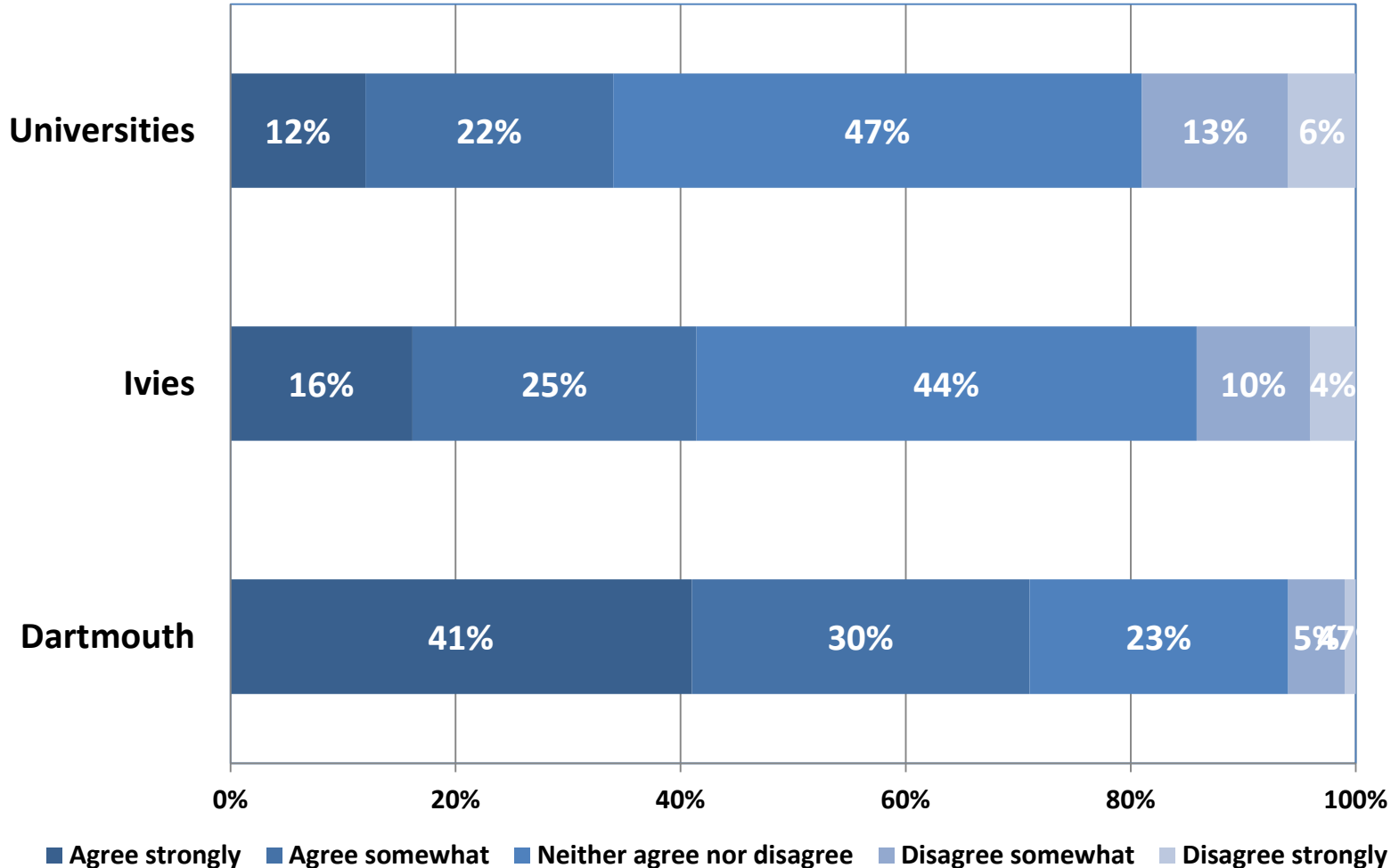


Areas of Disappointment

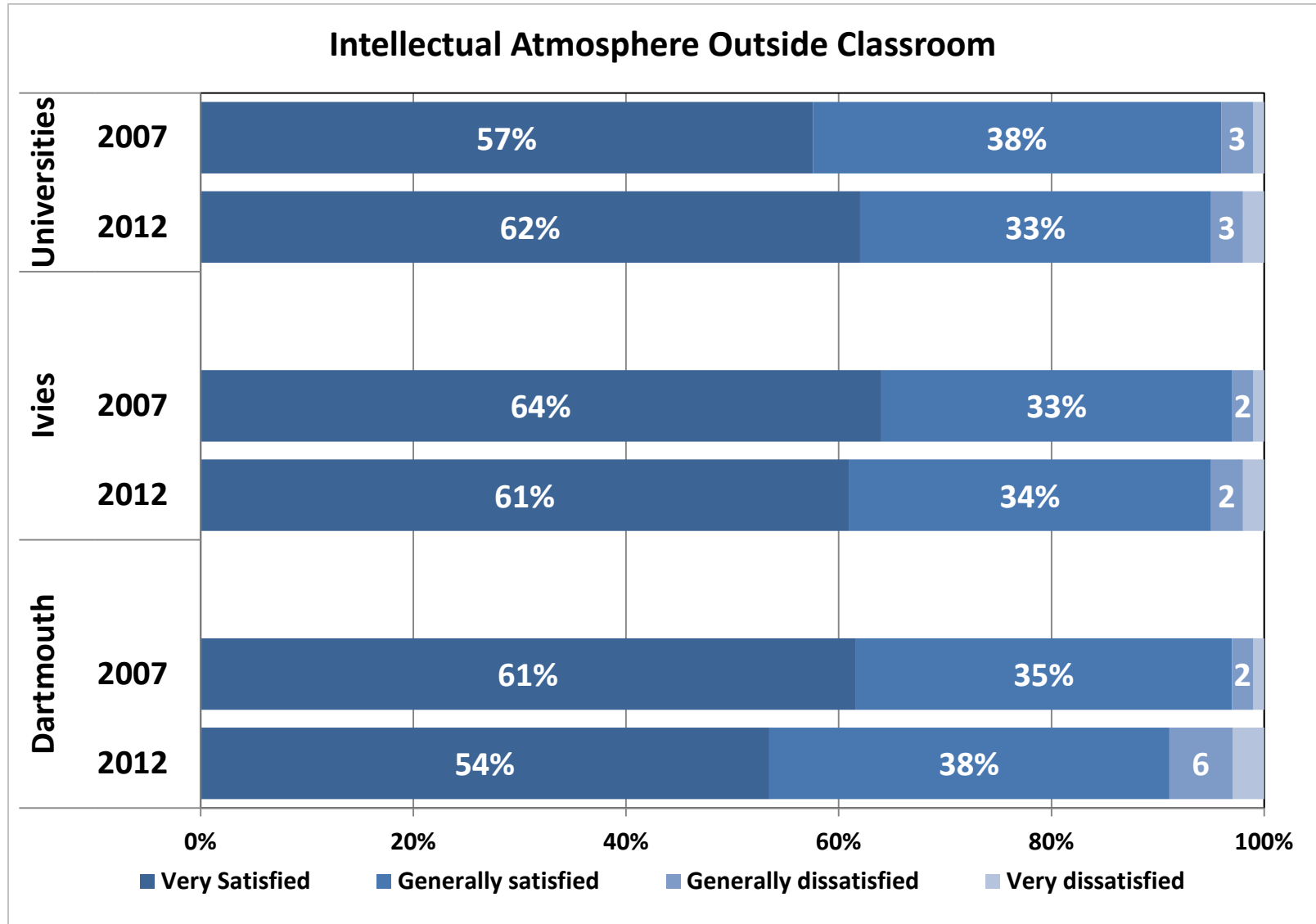


Areas of Disappointment

Alcohol plays too dominant a role in social life

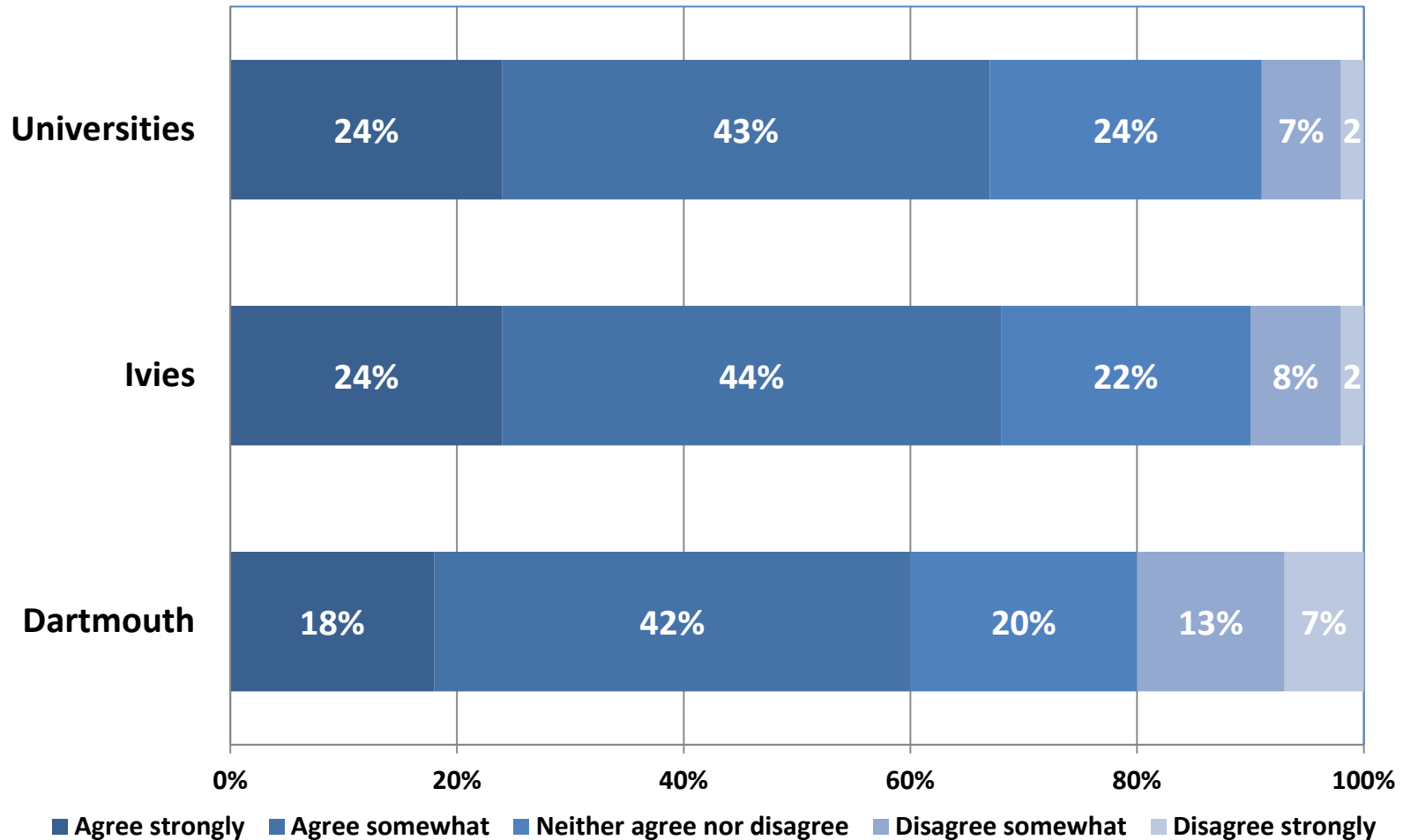


Areas of Disappointment

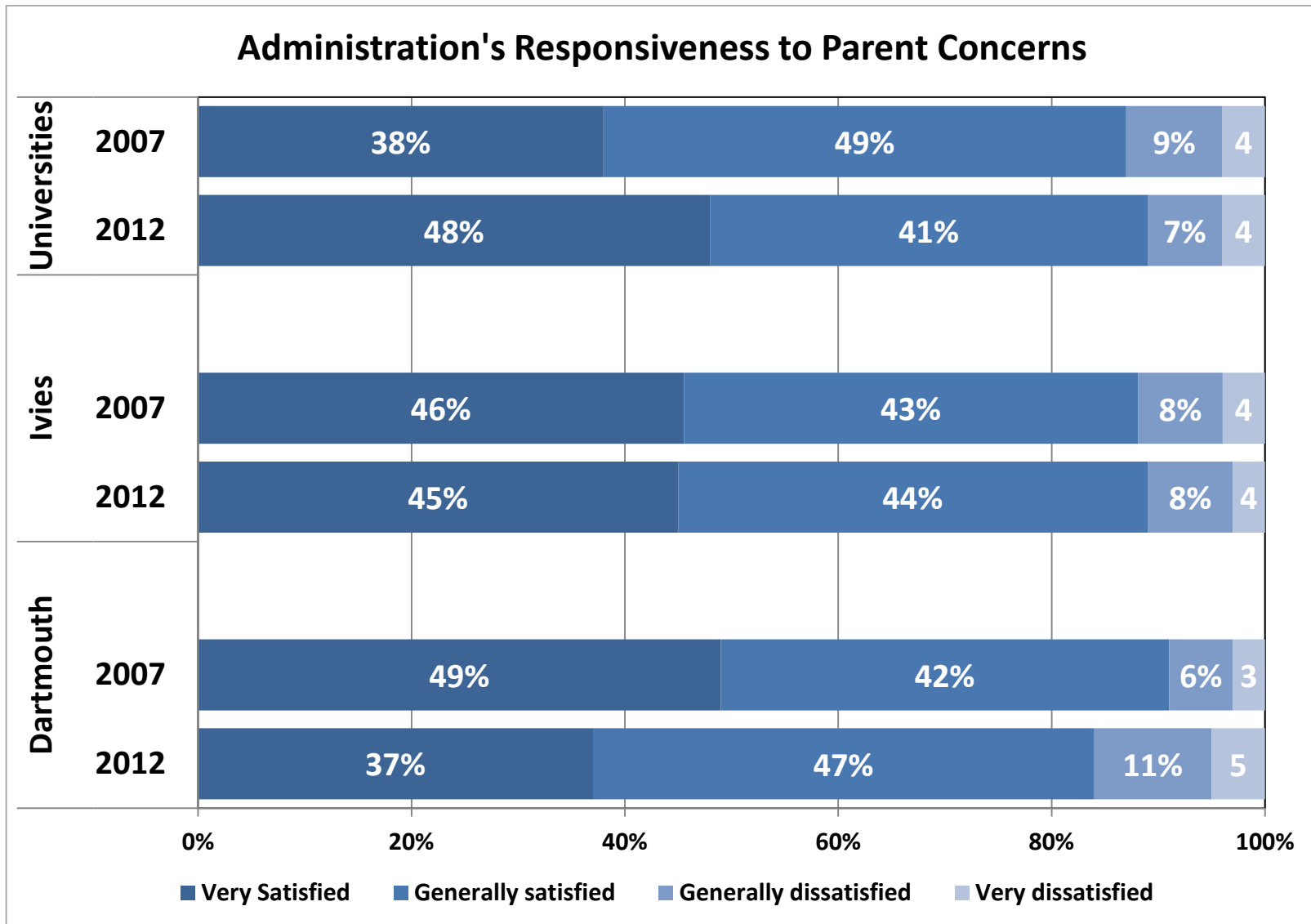


Areas of Disappointment

[Institution] provides adequate resources for health and wellness of students



Areas of Disappointment



Areas of Disappointment

