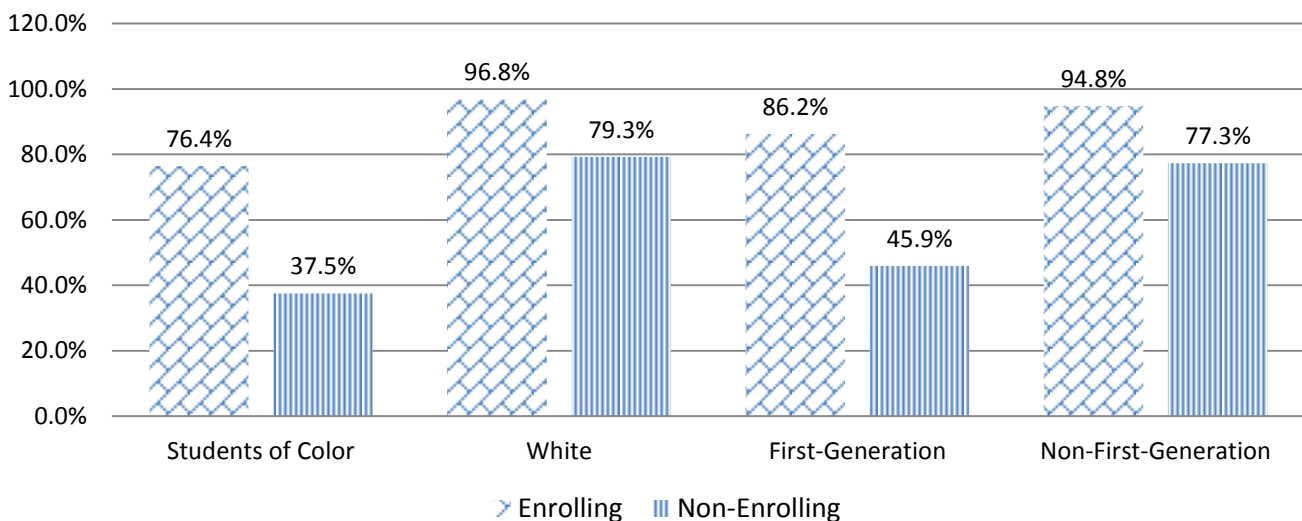


**Survey of Admitted Students**  
**Key Findings Summary**  
**Fall 2015 Cohort**

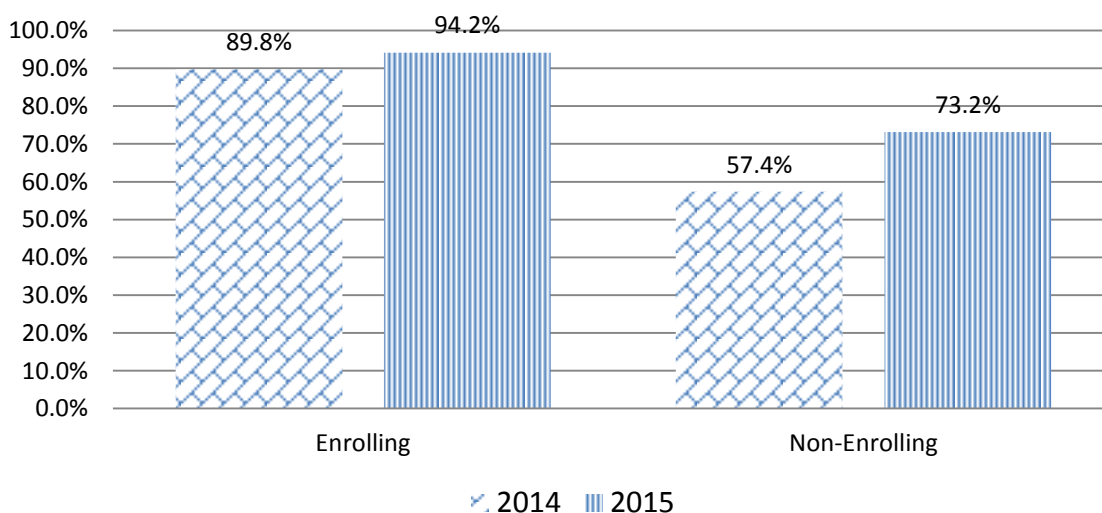
- **Overall, admitted students who chose to enroll at Saint Mary's were:**
  - More satisfied with aspects of financial aid - particularly their financial aid offer
  - More likely to visit campus and indicate that their perception changed for the better after visiting
  - More likely to rate Saint Mary's better on all comparative items evaluated
  
- **The College's main competitors (cross admits) are large Midwestern universities (often Catholic):**
  - Marquette University, WI
  - Butler University, IN
  - Loyola University of Chicago, IL
  - Xavier University, OH
  - University of Dayton, OH
  - Ball State University, IN
  - Indiana University - Bloomington, IN
  - Saint Louis University, MO
  - Purdue University - West Lafayette, IN
  - Valparaiso University, IN
  
- **Admitted students who did not enroll at Saint Mary's College most frequently enrolled at the University of Notre Dame, Indiana University-Bloomington, and University of Michigan.**
  
- **More than 60% of students who are cross-admitted at the University of Notre Dame intend to enroll at Notre Dame. Similarly, half of those cross-admitted at University of Michigan-Ann Arbor intend to enroll there.**
  
- **Overall, the vast majority (83.7%) of admitted applicants visited campus.**
  - Of those, seventy-three percent reported their perception of the college changed for the better.
  - First-generation and students of color admitted students were less likely to visit campus.

### Percentage Visiting Saint Mary's



- **Overall, enrolling admitted applicants were more likely to indicate their aid package from Saint Mary's met or exceeded their expectations. Additionally,**
  - Approximately ninety-percent of all respondents indicated that the financial aid package was important in making their final enrollment decision.
  - The financial aid package was significantly more important to first-generation and students of color in making a final enrollment decision.
  - Enrolling first-generation students were significantly more satisfied with their aid offer from Saint Mary's than non-first-generation students.
- **Seventy-three percent of non-enrolling admitted applicants agreed the value of a Saint Mary's education is worth the cost up significantly from just 57% agreeing last year.**

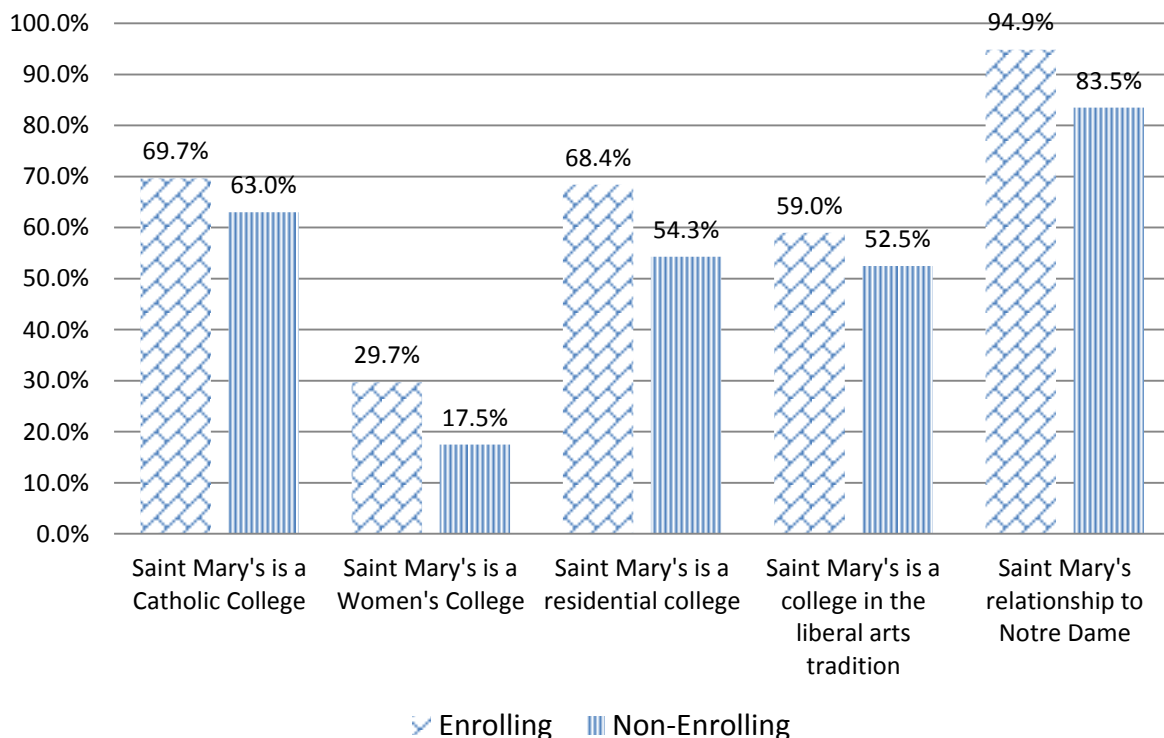
### Percent Agreeing the Value of Saint Mary's Education is Worth the Cost



- **In comments, students who chose to enroll elsewhere cited cost, aid offer, distance from home, and availability of program of study as reasons for their enrollment. The most commonly pursued majors of those enrolling elsewhere are Biology, Nursing, Business, Pre-Med, Education, and Engineering.**
- **Students enrolling at Saint Mary's rate the College significantly better than other schools where they were admitted than do non-enrolling students.**
  - Overall, students rated Saint Mary's highest (> avg. 4.39 on 5 point scale) on
    - Support for spiritual development
    - Admission process
    - Overall opinion of Saint Mary's
    - Options for study abroad
    - Campus grounds
  - Overall, students rated Saint Mary's lowest (< avg. 4.08 on 5 point scale) on
    - Financial aid process
    - College website
    - Technology available on campus
    - Availability of intended major(s)
    - Cost (after financial aid)

- The greatest differences between means for enrolling and non-enrolling students existed on the following items (difference >0.75 on 5 point scale)
  - Overall opinion of Saint Mary's (0.91)
  - Quality of campus social life (0.81)
  - Career preparation (0.76)
  - Options for study abroad (0.76)
  - Graduate school preparation (0.75)
- Non-enrolling students rated Saint Mary's the highest on: Support for spiritual development and the Admissions Process
- Non-enrolling students rated Saint Mary's the lowest on: Cost and availability of intended major
- Compared to 2014, admitted students rated the College significantly higher on merit scholarship offer, admissions process, college reputation and overall opinion of Saint Mary's.
- **Overall, both enrolling and non-enrolling students indicated the mission specific characteristics of Saint Mary's impacted their enrollment decision similarly:**
  - Thirty-four percent of students reported on average that the fact that Saint Mary's is a women's college did not impact their decision to enroll. Forty-one percent indicated it reduced their likelihood of enrolling. This characteristic was more appealing to first-generation students.
  - Two-thirds of admitted students reported that the fact that Saint Mary's is a Catholic college increased the likelihood of enrolling. This characteristic was less impactful for first-generation students.
  - The vast majority of students were positively influenced by the College's connection to ND.

### Percent indicating "increased desire to enroll"



- **Overall, both enrolling and non-enrolling students indicated plans to be engaged while at college**
  - Nearly 90% of students report planning to engage in community service and volunteer work and 83% plan to participate in student leadership opportunities.
  - Compared to 2014, admitted students report a significantly greater likelihood of participating in intercollegiate athletics.
  
- **Study abroad opportunities were important or very important in choosing a college to more than half of admitted students. More than 8 in 10 of admitted students report they are likely to participate in study abroad.**