

West Virginia State  
**Student Persistence Survey Results**  
 Spring 2004

**Responses**

|      |   |
|------|---|
| 1378 | Surveys Mailed to Students' Residences                      |
| 86   | Surveys completed by students and returned (6% return rate) |
| 5    | H.S. Dual Credit Students                                   |
| 4    | Graduate Students   |
| 28   | Associate Degree Students                                   |
| 49   | Baccalaureate Degree Students                               |

**Results**

*Demographics—WVSU and WVSTC*

- Students' majors varied; 2/4 year business were the only majors with more than 2 or 3 responses
- Students' year in school was split nearly equally between FR, SO and JR
- 36% of the students responding were in their final year of school; 90% of them had just graduated in December
- 41% of responding students work part-time and 41% work full-time or more

*Purpose for attending WVSU*

|     |                              |
|-----|------------------------------|
| 85% | Desire to Earn a 4yr Degree  |
| 6%  | To transfer elsewhere        |
| 6%  | Personal/professional growth |

*Purpose for attending WVSTC*

|     |                              |
|-----|------------------------------|
| 76% | Desire to Earn a 2yr Degree  |
| 10% | To transfer elsewhere        |
| 14% | Personal/professional growth |

*Overall experience at WVSU*

|     |               |
|-----|---------------|
| 35% | Very positive |
| 45% | Positive      |
| 10% | Neutral       |
| 6%  | Negative      |
| 0%  | Very negative |

*Overall experience at WVSTC*

|     |               |
|-----|---------------|
| 46% | Very positive |
| 29% | Positive      |
| 25% | Neutral       |
| 0%  | Negative      |
| 0%  | Very negative |

*Reasons for Leaving WVSU*

|     |                                  |
|-----|----------------------------------|
| 39% | Graduated                        |
| 35% | Personal/Work related conflicts  |
| 25% | Financial difficulties           |
| 14% | Could not get desired classes    |
| 6%  | Transferring to different school |
| 4%  | Academic Advising difficulties   |

*Reasons for Leaving WVSTC*

|     |                                  |
|-----|----------------------------------|
| 25% | Graduated                        |
| 32% | Personal/Work related conflicts  |
| 18% | Could not get desired            |
| 7%  | Transferring to different school |
| 3%  | Academic Advising difficulties   |
| 3%  | Financial difficulties           |

*Is Future Enrollment at WVSU Likely?*

|     |                                  |
|-----|----------------------------------|
| 59% | will register within 2 semesters |
| 35% | no, just completed a degree      |
| 6%  | likely will not return           |

*Is Future Enrollment at WVSTC Likely?*

|     |                                  |
|-----|----------------------------------|
| 64% | will register within 2 semesters |
| 21% | likely will not return           |
| 11% | no, just completed a degree      |

**Observations**

- Most students responding to the survey began at WVSU/WVSTC as degree-seeking (68% in 01, 74% in 02 & 94% in 04) with no plans of transferring at a later date
- Response rates to this survey have been consistently poor (6 or 7%), despite the fact that postage is already paid on the reply mailer
- This is the first year academic advising has not appeared as one of the top two attrition reasons
- When students request follow-up by providing a phone number at the end of the survey, the top two issues identified for assistance/follow-up all three years has included:
  - ~ Academic Advising—who do I see? Where do I go? Do I need to re-apply for admission?
  - ~ Financial Assistance—what is the hold on my account? What happened to my financial aid?