



PRAIRIE VIEW
A&M UNIVERSITY

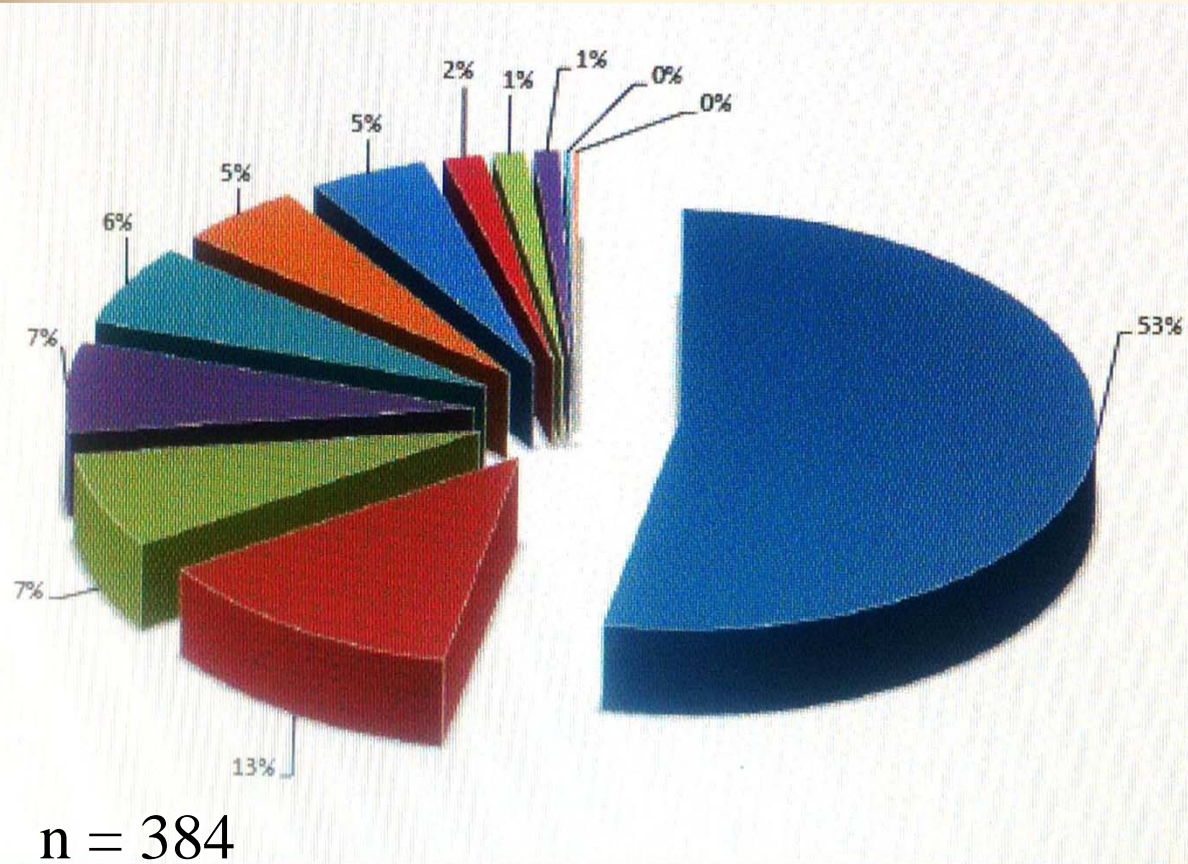
Spring 2015 Strategic Planning Summit

“The Best is Yet to Come: Reimagining and Reinventing
to Provoke Greater Growth and Quality
What Do the Data Say?/Undergraduates’ Decision to
Enroll/Degree Earners’ Experience on the “Hill”

Alphonso Keaton, PhD.
Associate Professor, Department of Biology
Interim Associate Dean, BCAS

April 22, 2015

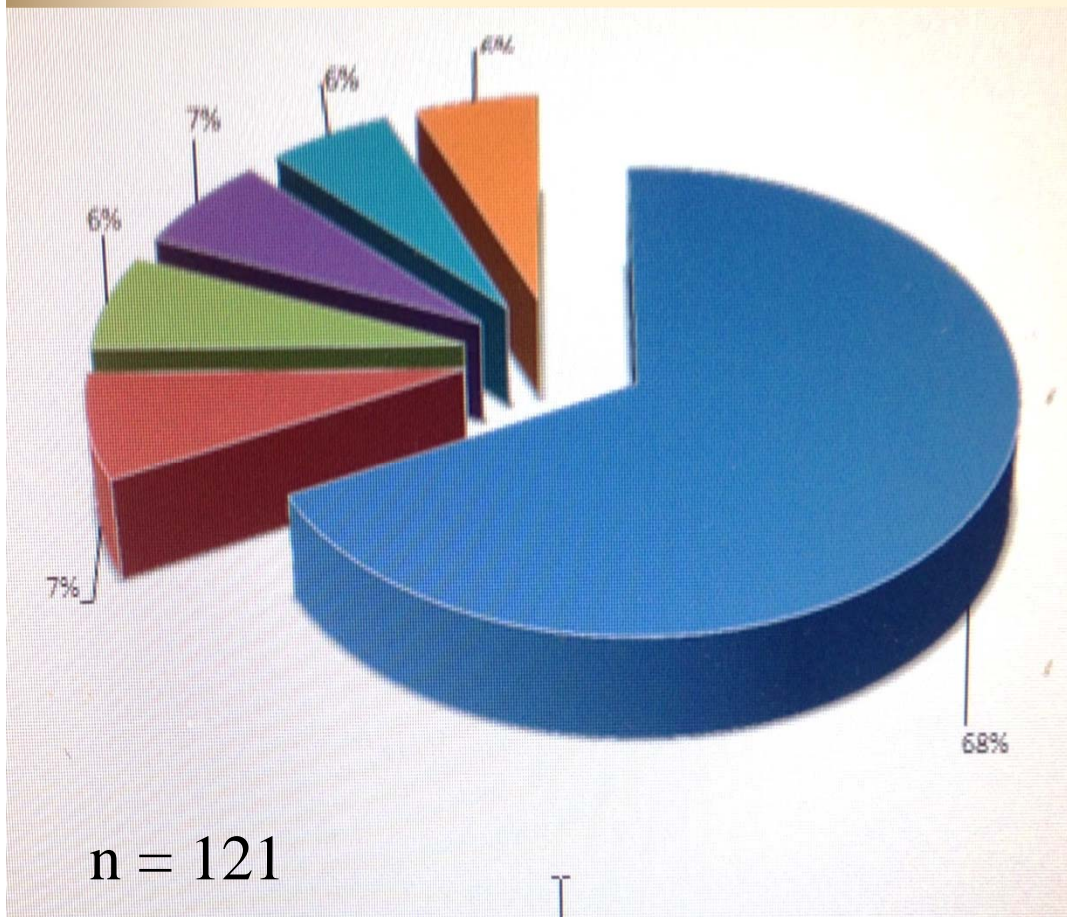
Attraction To PVAMU First-Time Freshman, Fall 2014



- 53% - Academic Quality
- 13% - Campus Environ.
- 7% - Success Rate
- 7% - HBCU
- 6% - Print and Electronic Recruitment Ads
- 5% - PVAMU Tradition
- 5% University Activities
- 2% - Scholarships
- 2% - Others



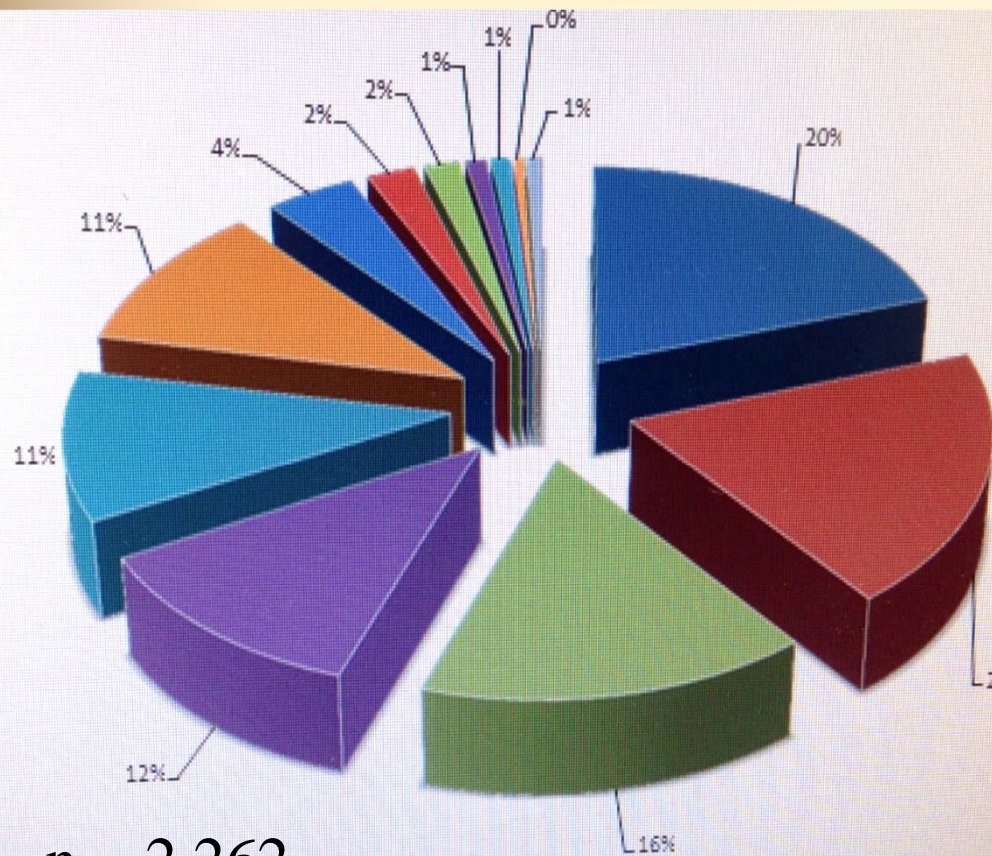
Considered Not Attending PVAMU First-Time Freshman, Fall 2014



- 68% Social Reputation
- 7% HBCU
- 7% Loan Default Rate
- 6% Poor Customer Service
- 6% Violence
- 6% Location



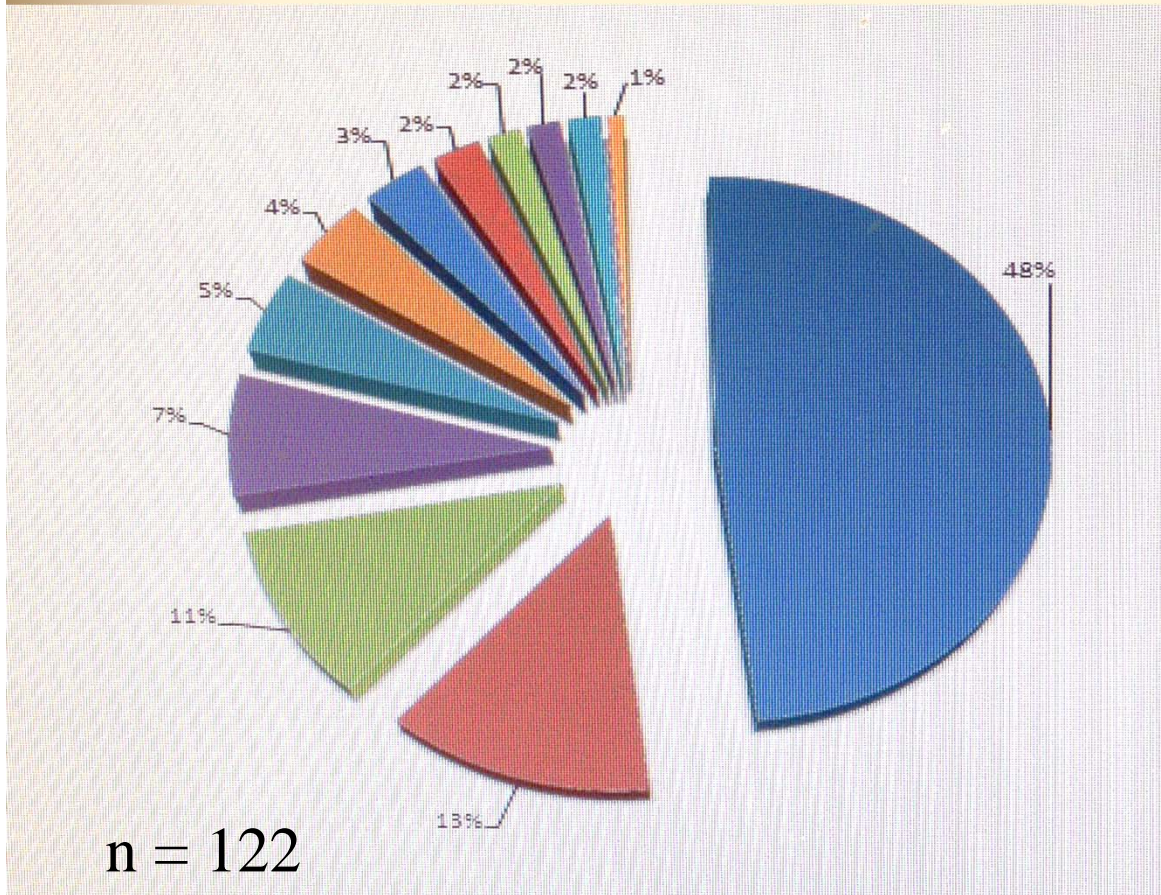
First – Time Freshman, Fall 2014



- 20% Familial Connection
- 16% School Personnel
- 12% Friend
- 11% Face/Face Recruitment
- 11% Campus Visit
- 4% Scholarship Offering
- 2% Church



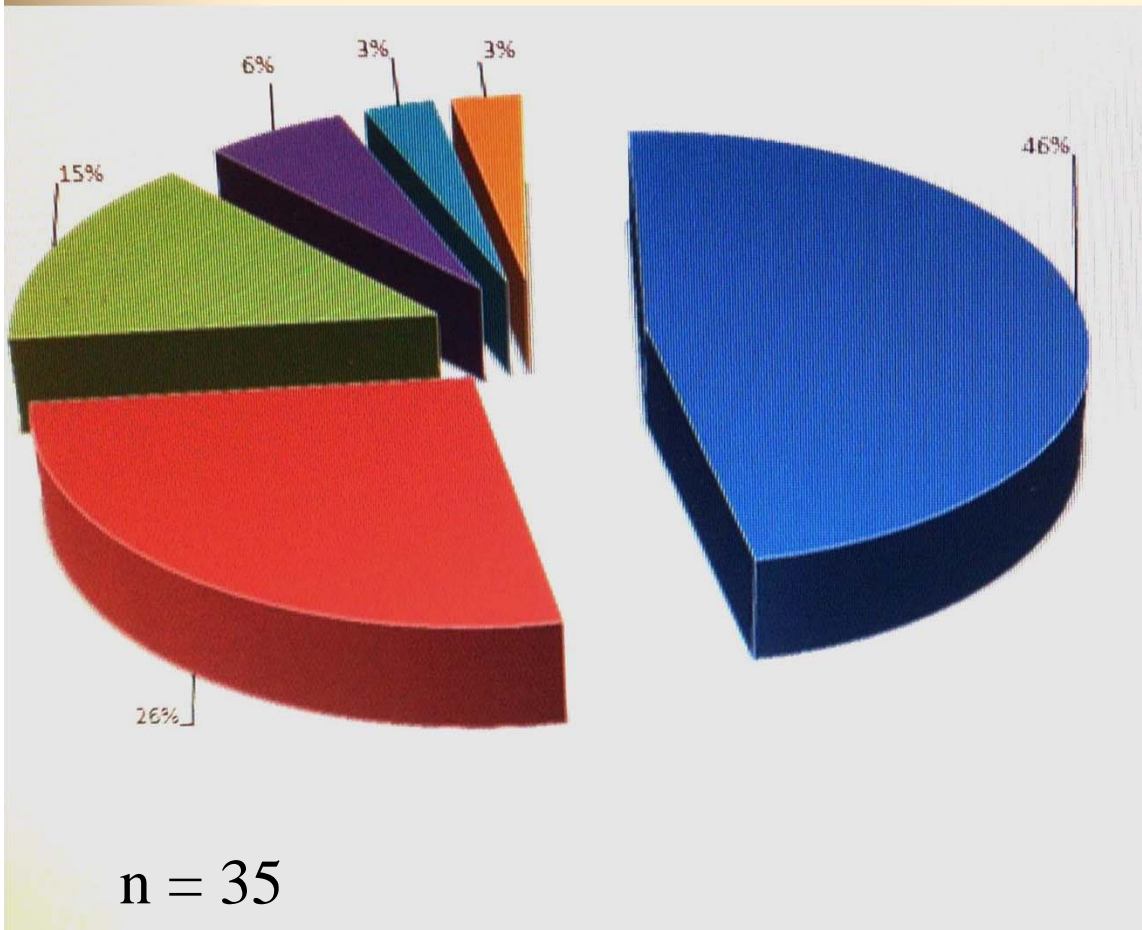
Attraction to PVAMU Transfer Student, Fall 2014



- 48% Academic Quality
- 13% Success Rate
- 11% Campus Environ.
- 7% HBCU
- 5% Print/Electronic Recruitment Ads
- 4% Athletics
- 3% Scholarships
- 2% Proximity to Home
- 7% Other



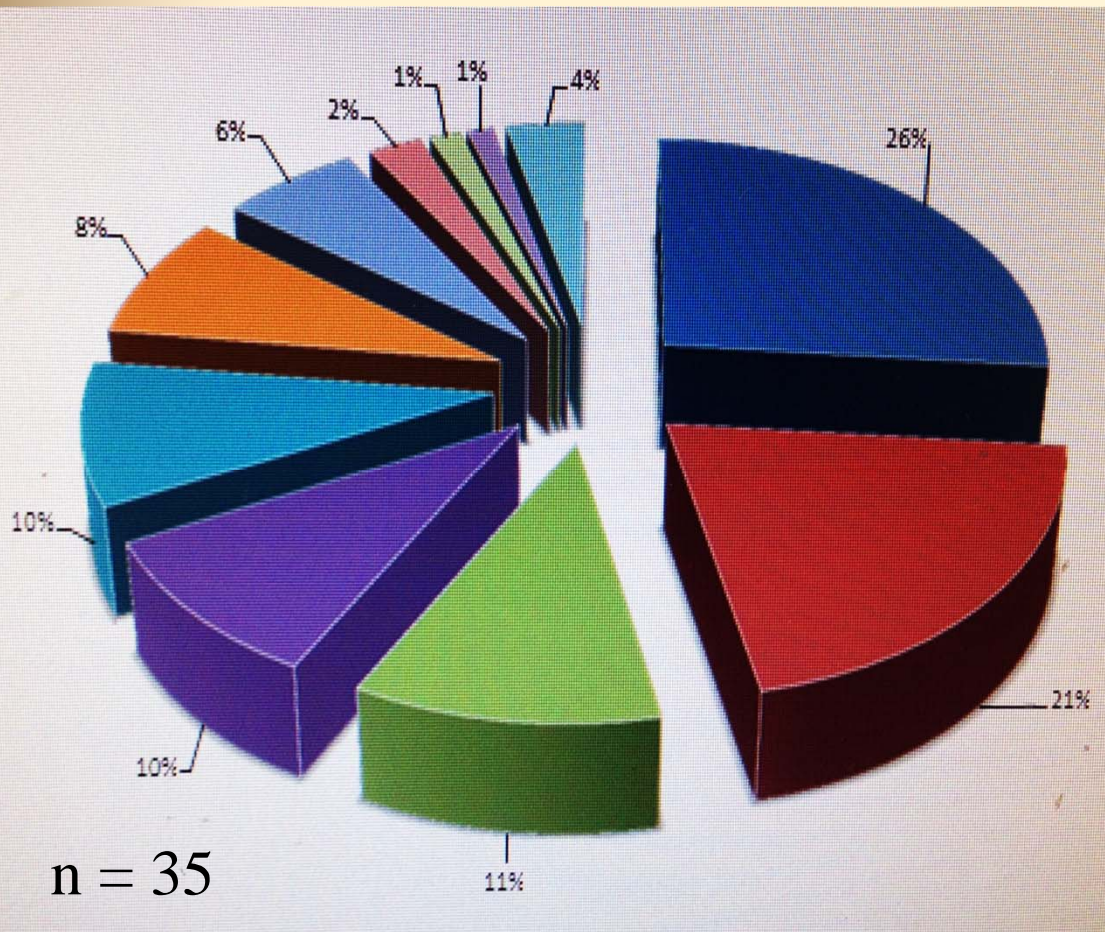
Considered Not Attending PVAMU Transfer Students, Fall 2014



46% Social Reputation
26% Poor Customer
Service
15% Violence
6% Location
3% HBCU



Transfer Students, Fall 2014



- 26% Friend
- 21% Family Connection
- 11% Recruitment Ads
- 10% Face/Face Recruitment
- 10% School Personnel
- 8% Campus Visit
- 6% Scholarship Offering
- 1% Church
- 1% Alumni
- 4% Other



General University Operations

“Reflecting on my overall experience at PVAMU...”

Section A-Combined Bachelor's Percent Rank Order	
Campus Dining Services	25%
Financial Aid and Scholarships	24%
Academic Complaint Resolution	14%
Customer Service	13%
Residential Campus Accommodations	12%
Non-Academic Complaint Resolution	12%

Section A-Combined Master's Percent Rank Order	
Financial Aid and Scholarships	18%
Treasury Services (Cashier)	18%
Advising in the Major	18%
General Advising	16%
Customer Service	16%
Academic Complaint Resolution	12%

Section A-Combined PhD Percent Rank Order	
Customer Service	40%
Treasury Services (Cashier)	20%
Physical Environment (e.g. buildings, grounds)	20%
Disability Services	0%
Health Services	0%
Violence and Abuse Prevention Services	0%

PVAMU Experience Rated Unsatisfactory by Degree Completers, December 2014



General University Operations

“Reflecting on my overall experience at PVAMU...”

Section A-Combined Bachelor's Percent Rank Order	
Orientation	63%
Student Activity Organizations (e.g. clubs, PALS, fraternal organizations)	60%
Student Events (e.g. concerts, lectures)	57%
Disability Services	56%
Library and Learning Services	54%
Face-to-Face Instruction	53%

Section A-Combined Master's Percent Rank Order	
Physical Environment (e.g. buildings, grounds)	62%
Face-to-Face Instruction	62%
Orientation	60%
Disability Services	59%
Safety and Security Services	58%
Leadership Training	58%

Section A-Combined PhD Percent Rank Order	
Disability Services	100%
Health Services	100%
Violence and Abuse Prevention Services	100%
Residential Campus Accommodations	100%
Residential Off-Campus Accommodations	100%
Library and Learning Services	100%

PVAMU Experience Rated Excellent/Very Good by Degree completers December 2014.



General Knowledge, Skills, Abilities, Habits, Attitudes

“My Educational Experience has prepared me in....”

Section C-Combined Bachelor's Percent Rank Order	
Ethical Decision Making and Social Responsibility	65%
Problem Solving	64%
Communication	63%
Teamwork	63%
Critical Thinking	62%
Discipline Mastery	62%

Section C-Combined Master's Percent Rank Order	
Ethical Decision Making and Social Responsibility	71%
Teamwork	71%
Problem Solving	70%
Integration of Broad Knowledge	70%
Social Responsibility	69%
Communication	68%

Section C-Combined PhD Percent Rank Order	
Critical Thinking	100%
Communication	100%
Problem Solving	100%
Ethical Decision Making and Social Responsibility	100%
Globalization and Cultural Diversity	100%
Integration of Broad Knowledge	100%

**PVAMU Experience Factors Ratings of Excellent/Very Good by Degree Completers
December 2014.**

