

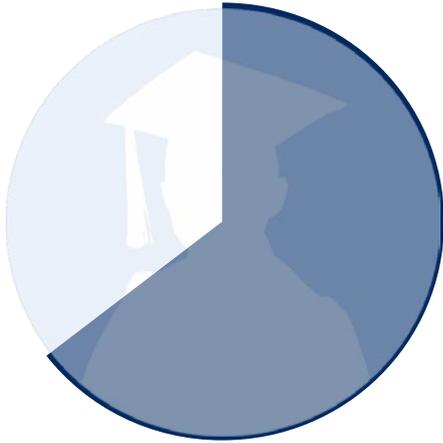


# 2016 Parents' Survey

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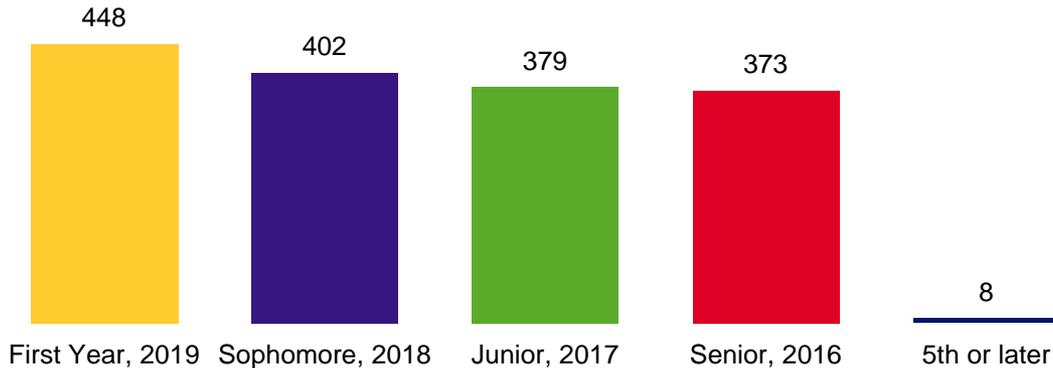


# Who responded?



65% of students had at least one parent answer the survey  
(n = 1,610)

55% reported that they receive grant aid  
– from the College or elsewhere



There was almost an equal distribution across class years

# Points of Comparison



2012 Parents' Survey  
(n = 1,476)

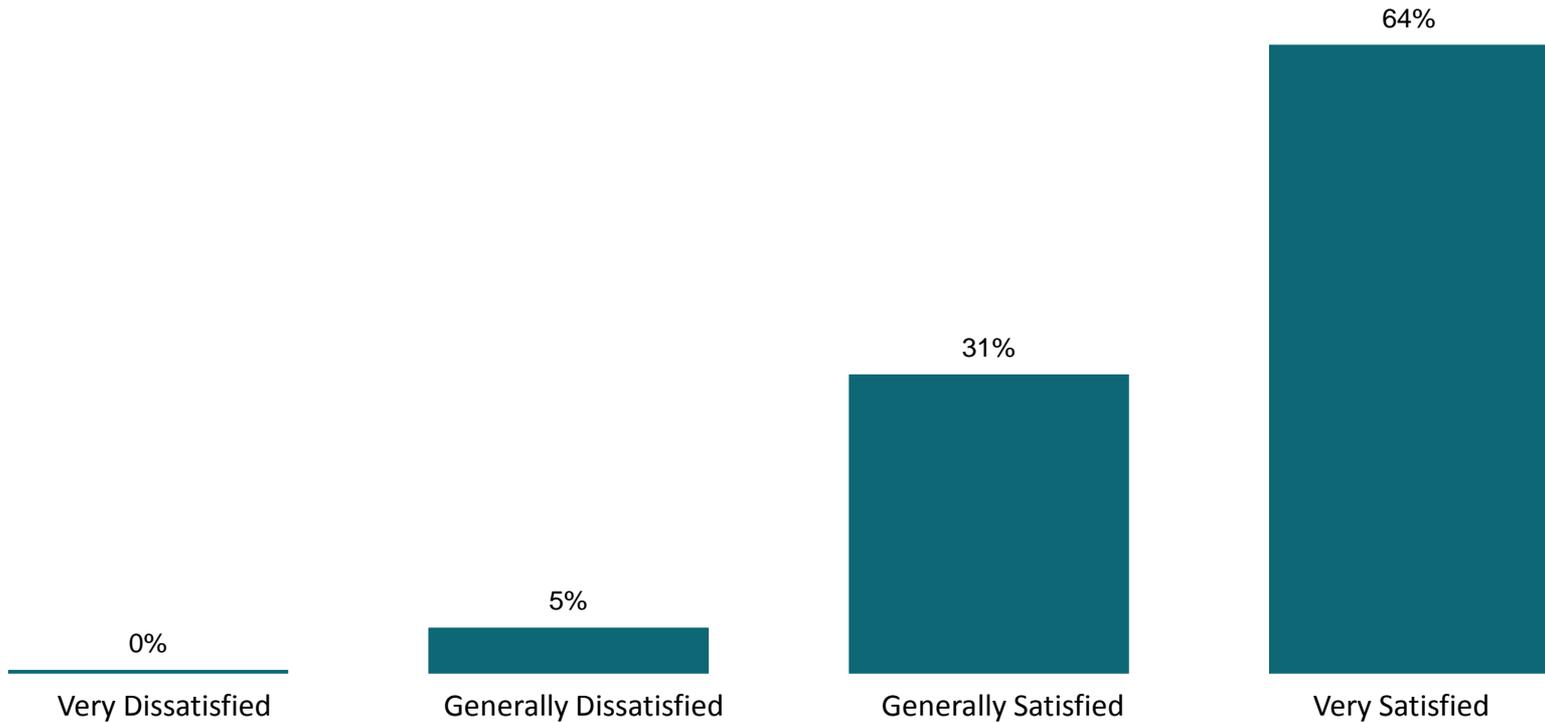


Financial Aid Status



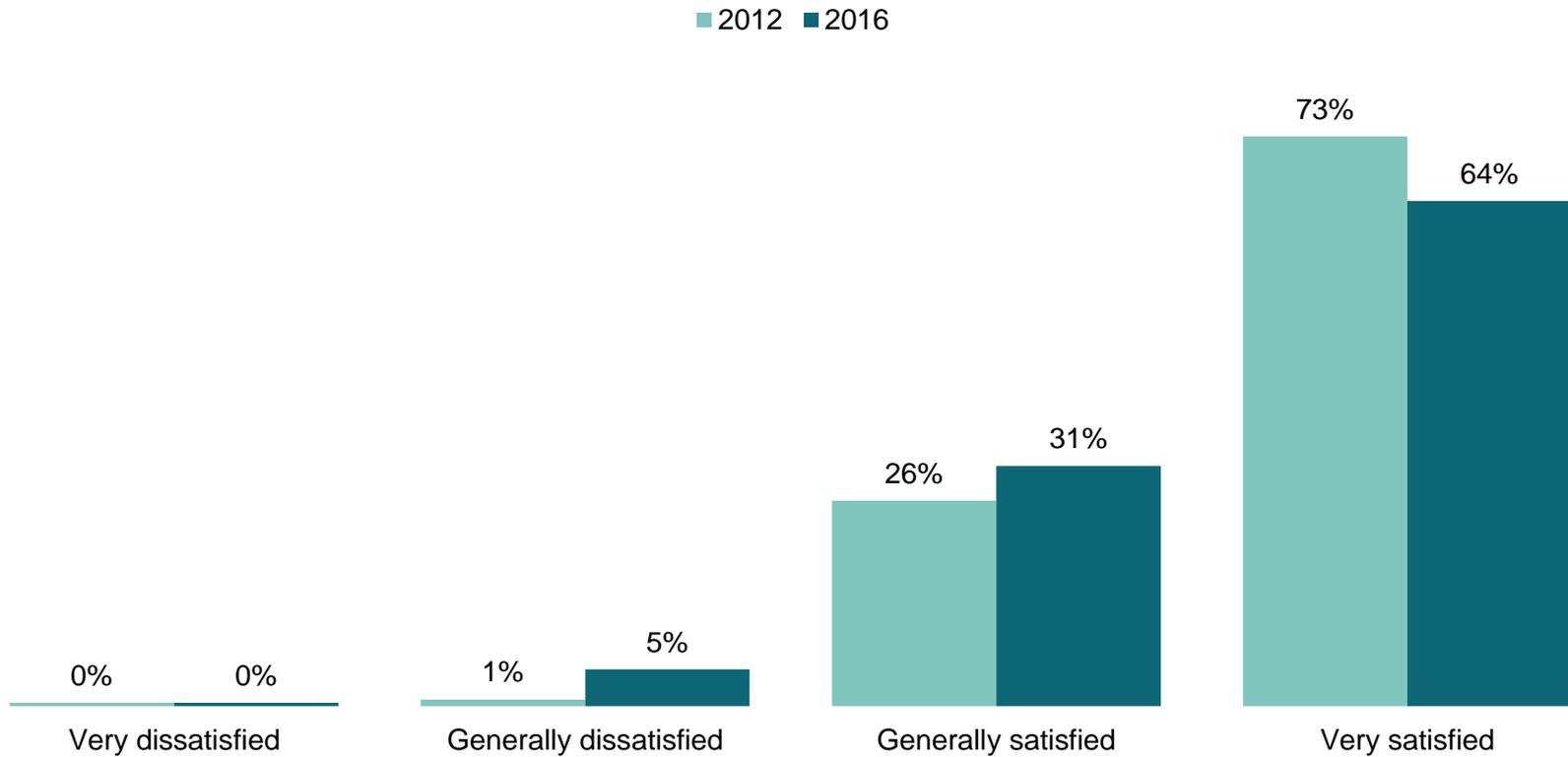
Class Year

# Most parents are satisfied by the education their child has received



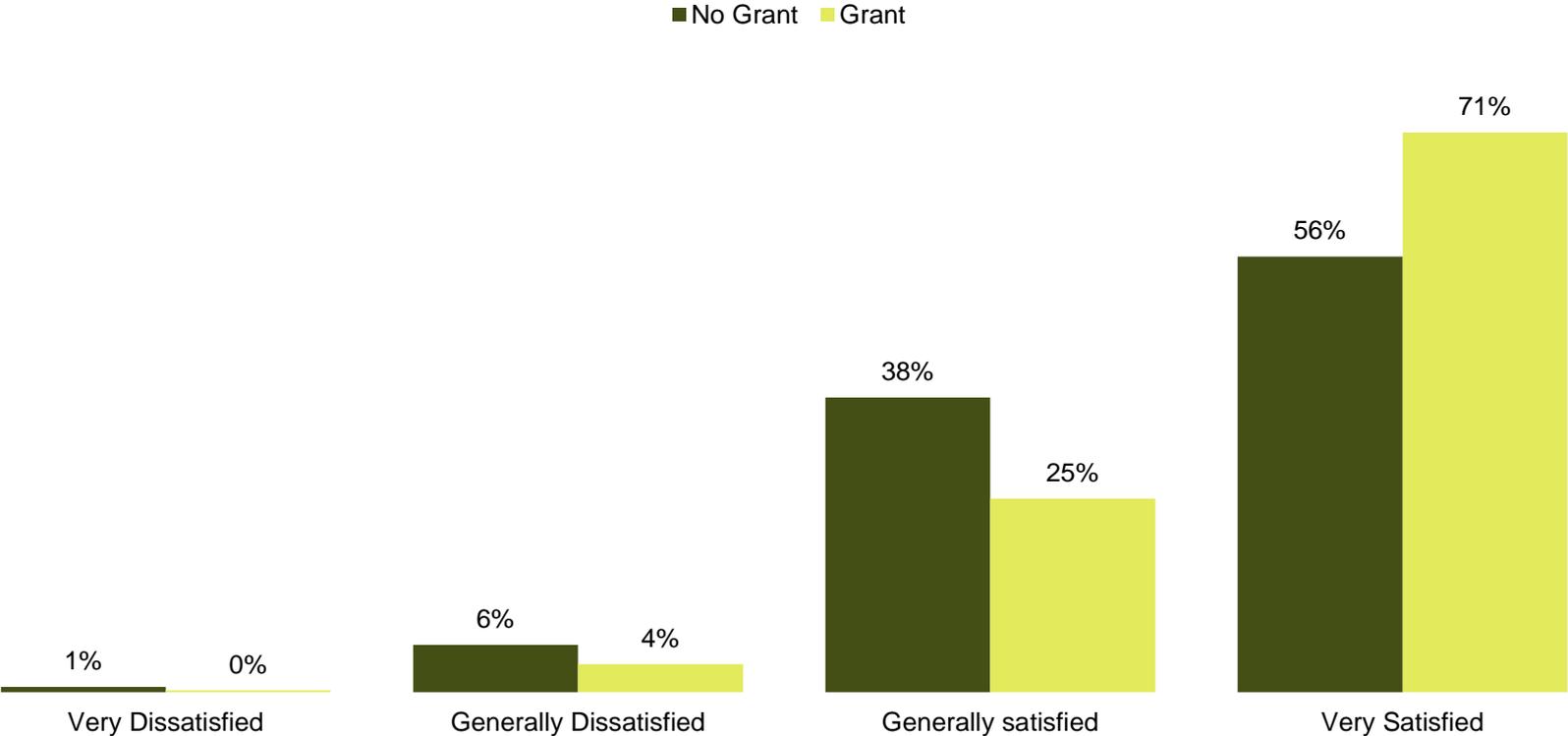
Overall, how satisfied are you with your child's undergraduate education at Wellesley so far?

## Parent satisfaction remains high compared to 2012



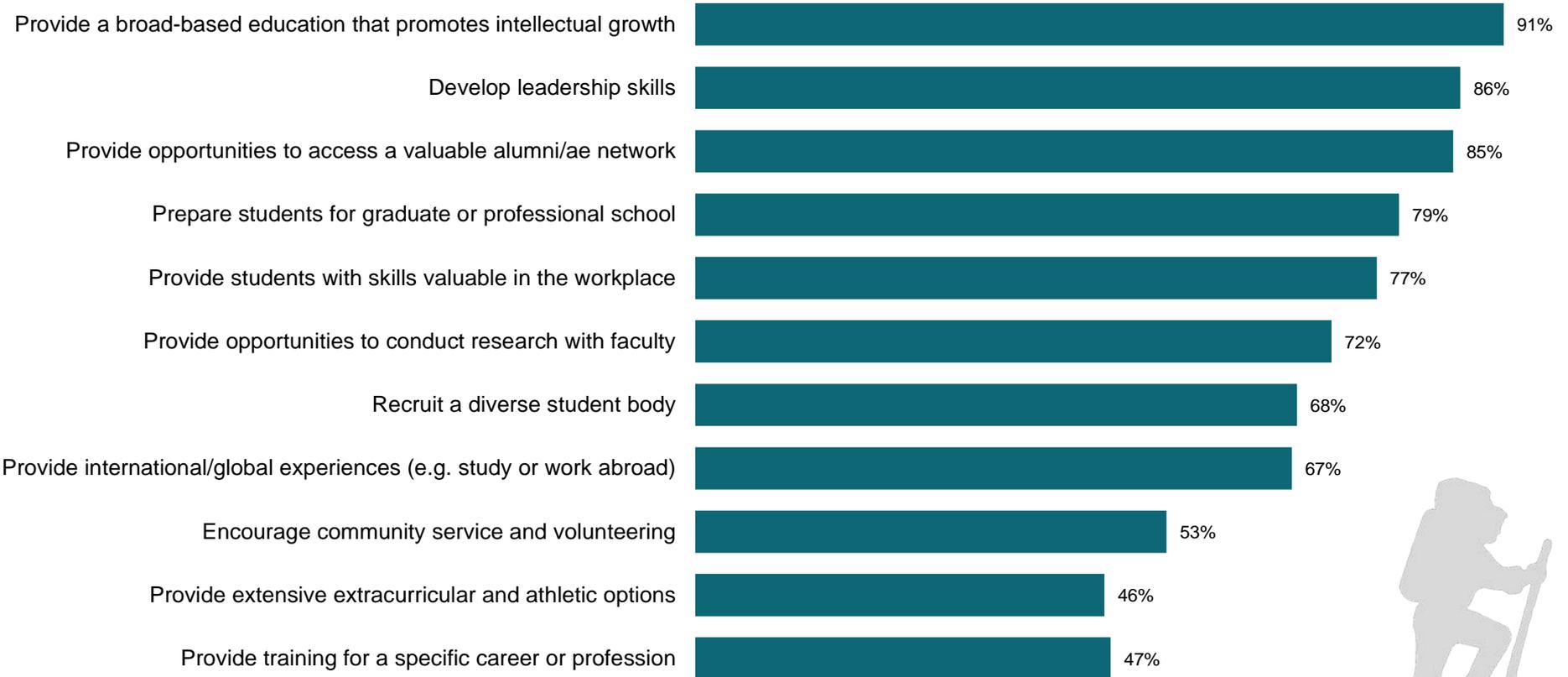
**Overall, how satisfied are you with your child's undergraduate education at Wellesley so far?**

# Parents of students who receive grant aid are more satisfied than their peers who did not receive grant aid



Overall, how satisfied are you with your child's undergraduate education at Wellesley so far?

# Wellesley parents think providing a broad-based education is the most important thing the College can do

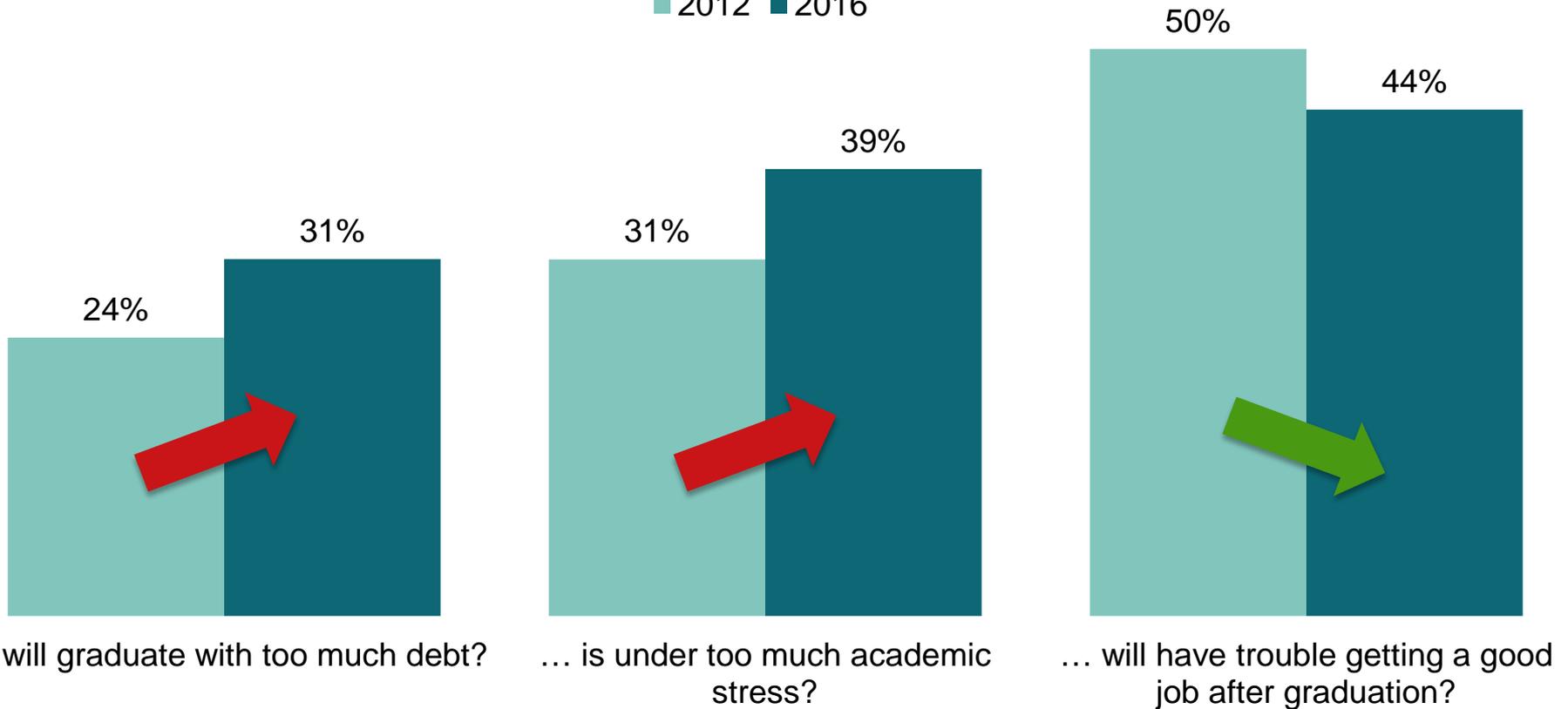


**In your opinion, how important is it that the institution does each of the following?  
% reporting "Very Important"**



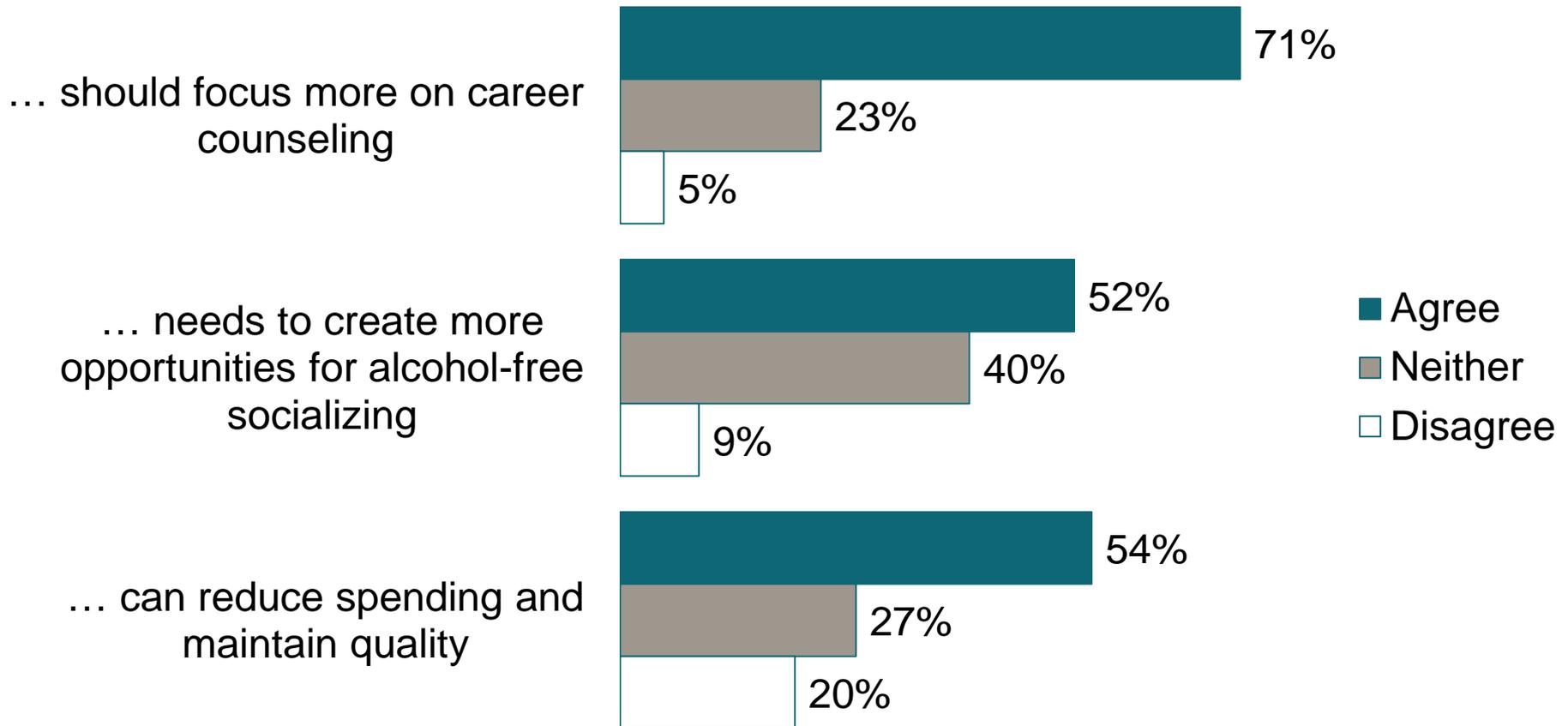
# Parents worry more about debt and academic stress, but less about job search than in 2012

■ 2012 ■ 2016

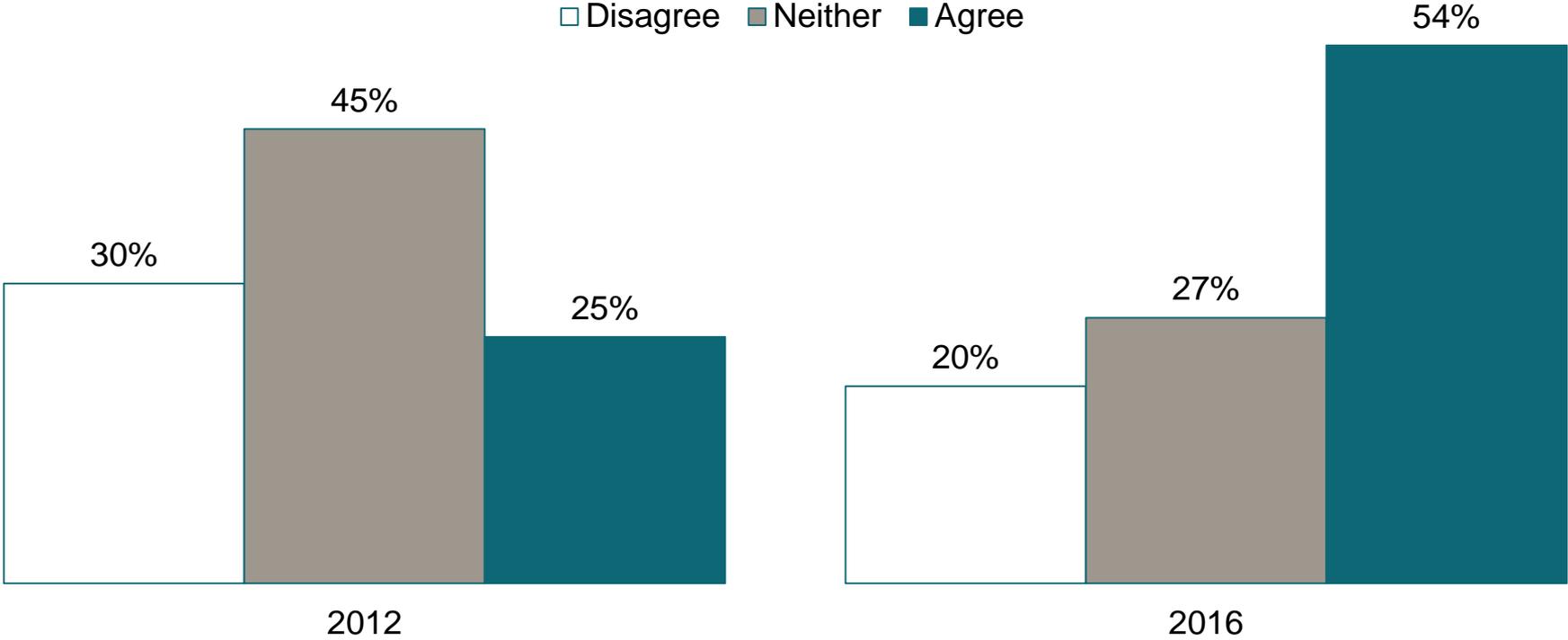


How much do you worry that your child ...  
% answering "Quite a bit" or "A great deal"

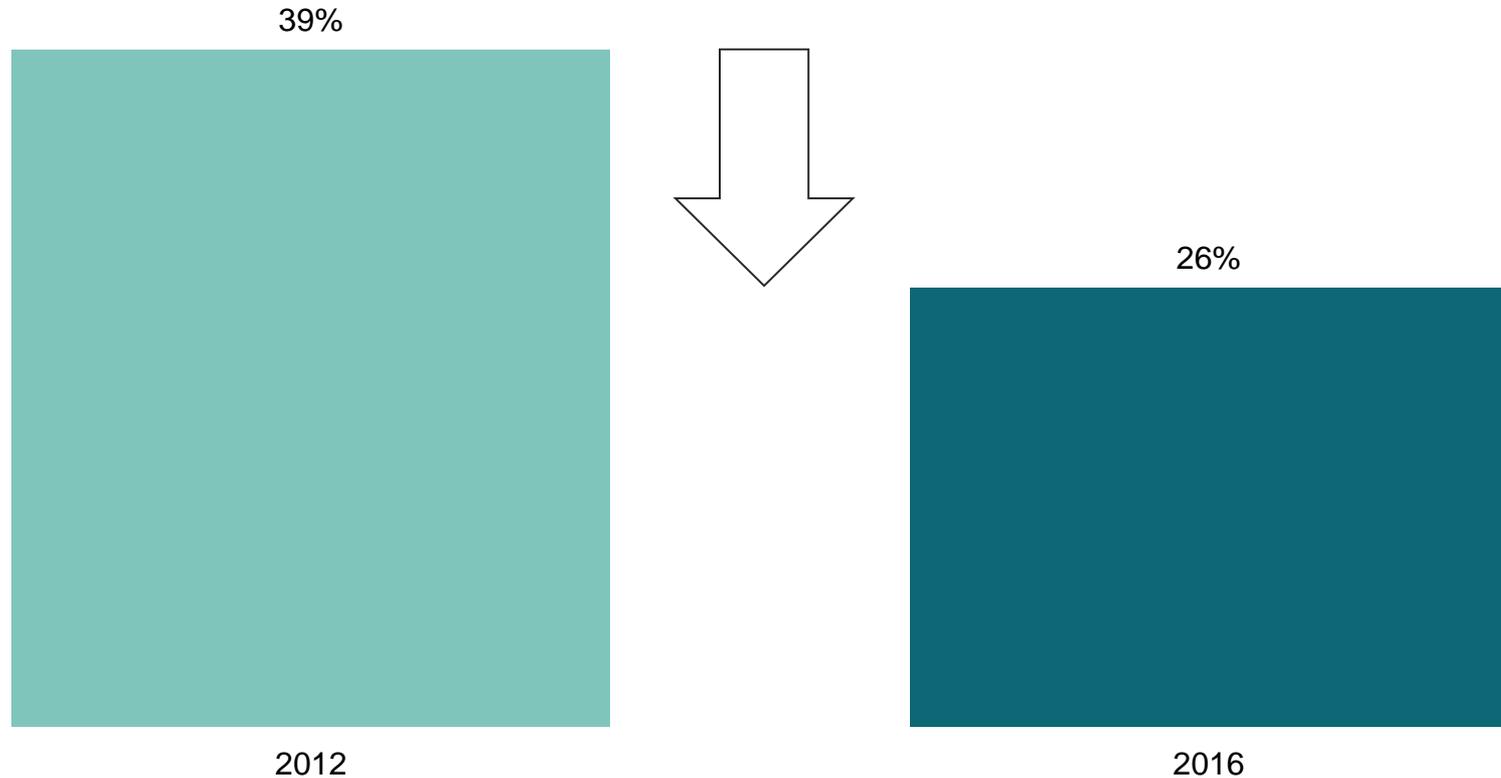
## Parents agree that the College should focus more on career counseling, create more events without alcohol, and that the College can reduce spending and maintain quality



**During the past four years, parents have become more than twice as likely to agree that Wellesley can reduce spending and maintain quality**



## Compared to 2012, parents are less likely to be in debt



Have you borrowed to pay for your child's education? Include borrowing for all years.  
% reporting yes (all parents)

# Open-ended responses

Sentiment intensity



High intensity

Low Intensity

Size = # of comments in cluster

The analysis of the comments was done by grouping the comments into 35 different clusters, manually merging them to 21 different categories, and running sentiment analysis on the individual categories to determine whether the comments were positive, negative or neutral. The results are displayed on the next slides.

Sentiment intensity



High intensity

Low Intensity

Size = # of comments in cluster

# Open-ended Responses



Sentiment intensity



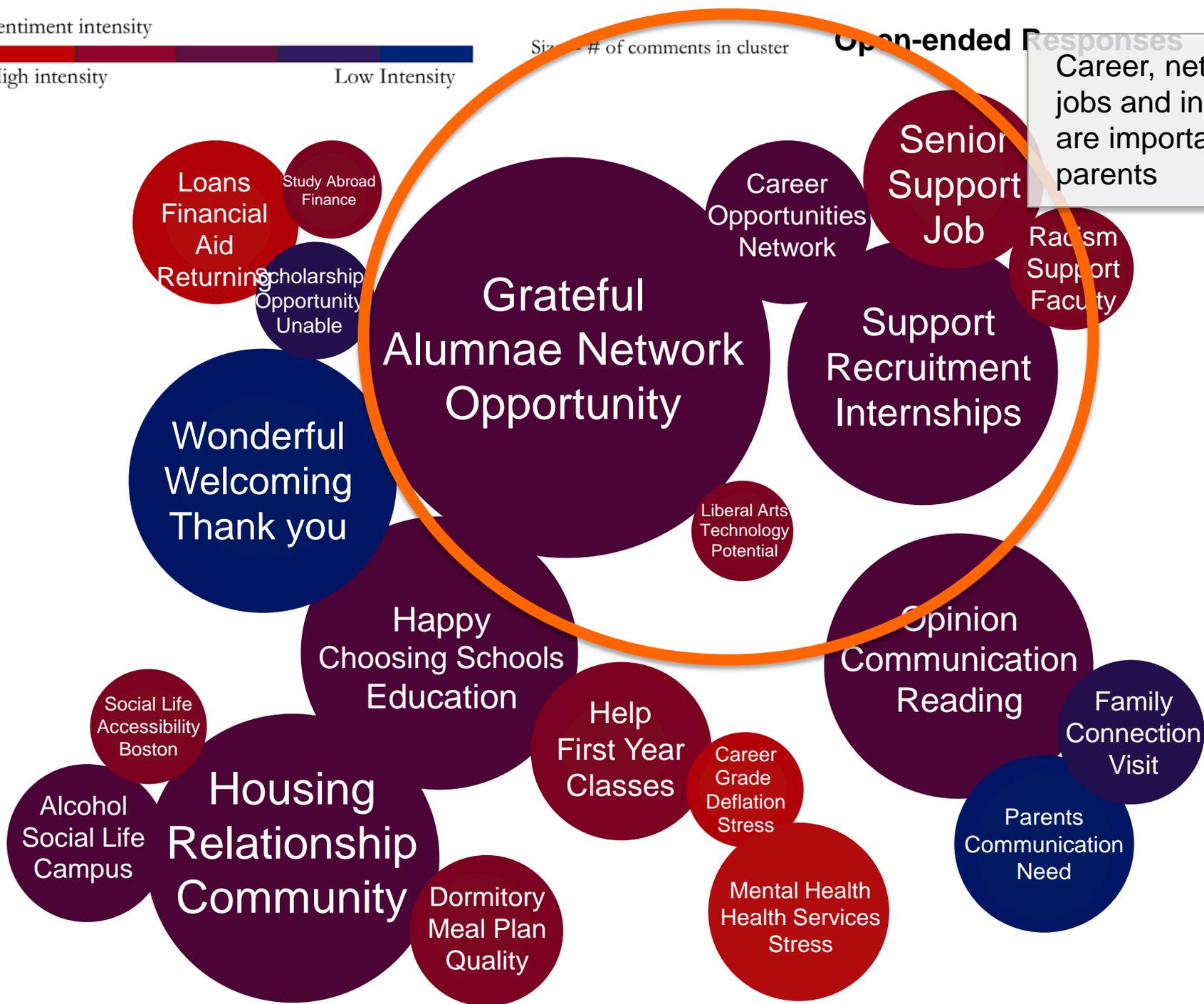
High intensity

Low Intensity

Size # of comments in cluster

Open-ended Responses

Career, networking, jobs and internship are important to the parents



Sentiment intensity



High intensity

Low Intensity

Size = # of comments in cluster

# Open-ended Responses

Loans  
Financial Aid  
Returning

Study Abroad  
Finance

Scholarship  
Opportunity  
Unabl

Grateful  
Alumnae Network  
Opportunity

Career  
Opportunities  
Network

Senior  
Support  
Job

Racism  
Support  
Faculty

Support  
Recruitment  
Internships

Parents were given a separate comment field for financial concerns. The size of these clusters do not correlate with the overall number of comments addressing these topics

Wonderful  
Welcoming  
Thank you

Liberal Arts  
Technology  
Potential

Happy  
Choosing Schools  
Education

Opinion  
Communication  
Reading

Social Life  
Accessibility  
Boston

Help  
First Year  
Classes

Career  
Grade  
Deflation  
Stress

Family  
Connection  
Visit

Alcohol  
Social Life  
Campus

Housing  
Relationship  
Community

Parents  
Communication  
Need

Dormitory  
Meal Plan  
Quality

Mental Health  
Health Services  
Stress

Sentiment intensity



High Intensity

Low Intensity

Size = # of comments in cluster

# Open-ended Responses



Athletics and athletic facilities were areas for concerns in 2012, but hardly mentioned in 2016.

Study Abroad Finance

Scholarship Opportunity Unable

Grateful Alumnae Network Opportunity

Career Opportunities Network

Senior Support Job

Racism Support Faculty

Support Recruitment Internships

Wonderful Welcoming Thank you

Liberal Arts Technology Potential

Happy Choosing Schools Education

Opinion Communication Reading

Family Connection Visit

Help First Year Classes

Career Grade Deflation Stress

Parents Communication Need

Alcohol Social Life Campus

Social Life Accessibility Boston

Housing Relationship Community

Dormitory Meal Plan Quality

Mental Health Health Services Stress

End of Document

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