

# Carleton College - 2012 Parents Survey

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## EXECUTIVE SUMMARY

### Introduction

Carleton College administered a Parents Survey in April/May 2012 along with other institutions in a consortium of selective colleges and universities. We sent invitations to 1729 households—one parent per student. Our response rate was 53% with 996 parents responding. President Poskanzer and parent leadership—Steve and Diane Parrish—signed the communications that were sent to parents. This support was greatly appreciated and critical to getting a good response from parents.

Carleton parents are happy that their children are attending Carleton and indicate that their students are doing well at Carleton. Almost 100% express overall satisfaction with their child's undergraduate education at Carleton. Yes, they look similar to parents from comparative institutions in many ways; however, they consistently rank first among them when indicating their levels of satisfaction on many aspects of the college. When we think about the characteristics of our students, it will not surprise you that their parents reflect those same qualities; i.e., their liberal arts approach to college education and their value and expectations of Carleton.

The bulleted statements below provide some talking points that illustrate these findings. Details are available in the accompanying graphs.

### Satisfaction

- Carleton parents expressed the highest overall satisfaction rate (very satisfied = 74% and generally satisfied = 24%) among participating institutions.
- Carleton parents are highly satisfied with the sense of community at Carleton, its intellectual atmosphere, the administration's responsiveness to parents concerns, and in their own sense of personal connection to Carleton.
- 84% of parents would definitely encourage a high school senior who resembles their child to attend Carleton and another 11% probably would.

### Mission

- Almost all (95%) of responding parents indicated that it is very important that Carleton focuses on a broad education.
- A similar high proportion of parents also agree with the importance of personal growth at Carleton, developing leadership skills, and providing international experiences
- Compared to other consortium institutions, more Carleton parents (20%) do not rate the focus on career preparation or earnings potential as important.

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## Finances

- Almost all parents indicated that their child's experience at Carleton is worth the impact on their family's finances. Less than 1% said it was not.
- Paying for college has a considerable or severe impact on about one-third of Carleton parents, which was a smaller proportion than at other institutions.
- Almost three-fourths of Carleton parents have no personal debt associated with their student's college education compared to as much as 68% of parents at comparative institutions.
- Some parents (22%) worry about their student's debt after graduation. More parents of first year students are worried about their student's debt and our results show that parents are less concerned each subsequent year.

## Academics

- About 22% of the responding parents think their students are under too much academic stress.
- Most Carleton parents (94%) were satisfied with the contact that their students have with faculty. The level of satisfaction grows with each class year.
- Parent satisfaction with academic advising increases with each year—about 60% in the first year and about 80% senior parents.

## Career Counseling

- Early on, parents don't seem to be aware of career counseling in their students' lives. Parent satisfaction with and awareness of career counseling increases with each class year. By the senior year, about 70% of parents were able to assess their satisfaction. Of those parents who provided responses, more than three-fourths were satisfied with Career Counseling.
- Carleton parents ranked lowest among participating institutions in their assessment of the importance of "earning potential" for their students. Only 26% indicated that it was very important among Carleton parents compared to as much as 52% for other institutions.
- Overall, 60% of the responding Carleton parents are worried about their student getting a job. However, more sophomore and junior parents are concerned about jobs.

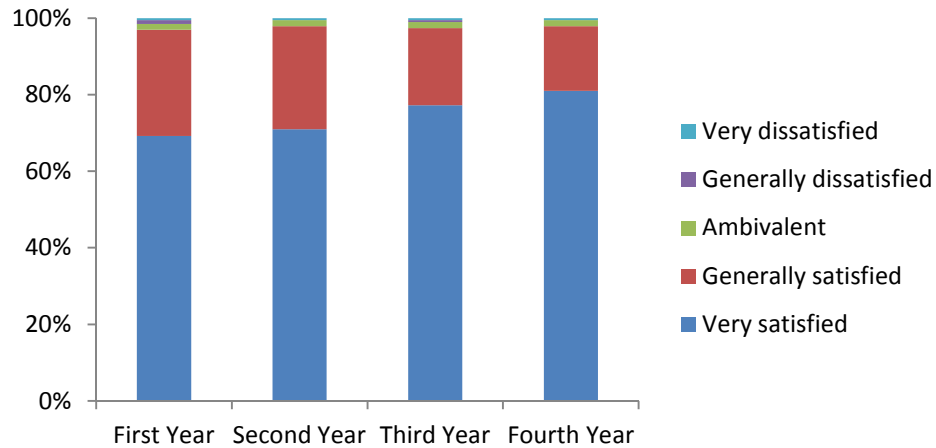
## Connection to Carleton

- More than 93% of Carleton parents that provided their level of satisfaction are satisfied with the administration's responsiveness to parent concerns, which was higher than comparative institutions. Parents of seniors expressed the highest level of satisfaction.
- Most parents of all institution types said they received sufficient communication from their institution. At Carleton, about 14% would like more communication and almost no parents thought there was too much.

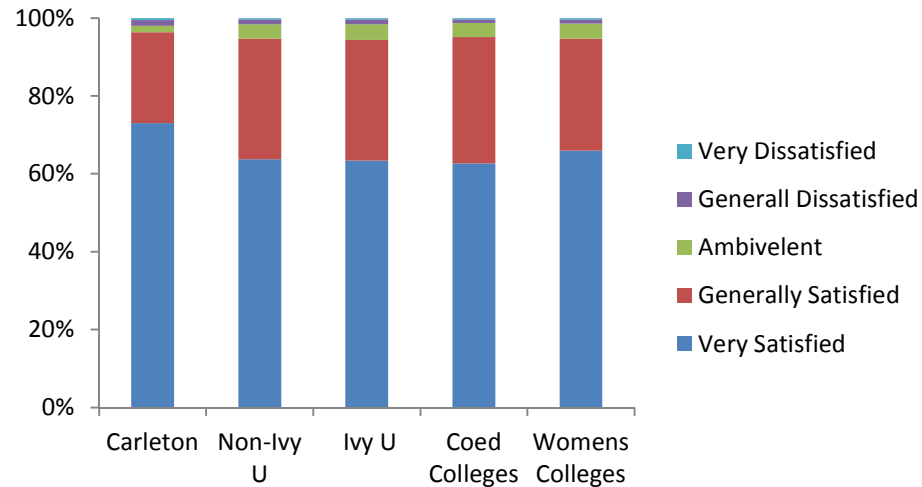
# 2012 Parent Survey Selected Results

## Parent's overall satisfaction with child's undergraduate education

(by Class Year)

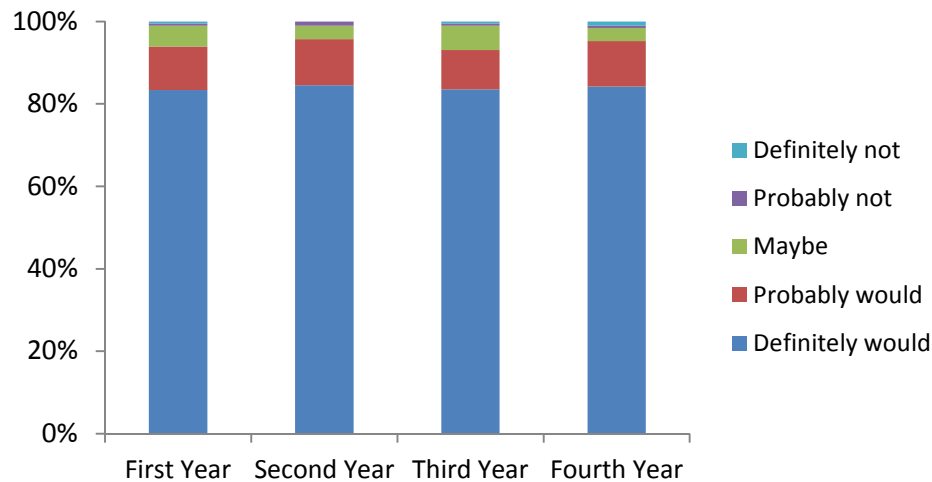


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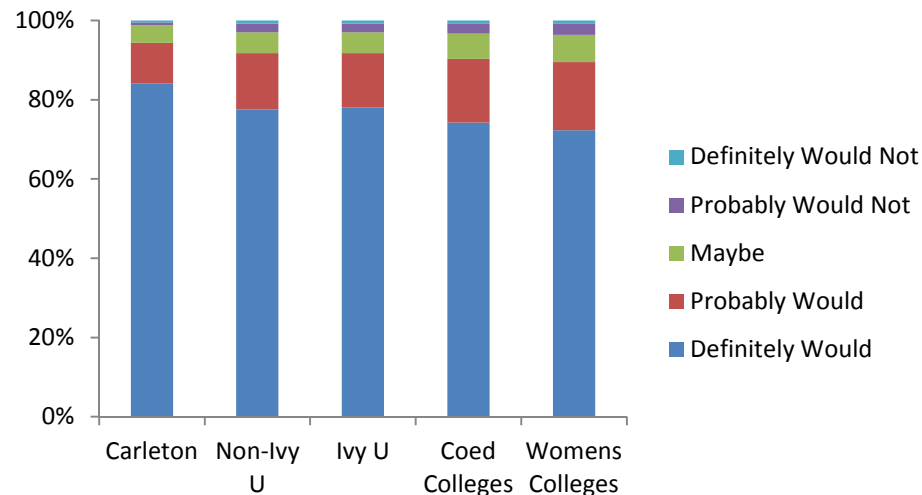


## Would recommend Carleton to a similar student

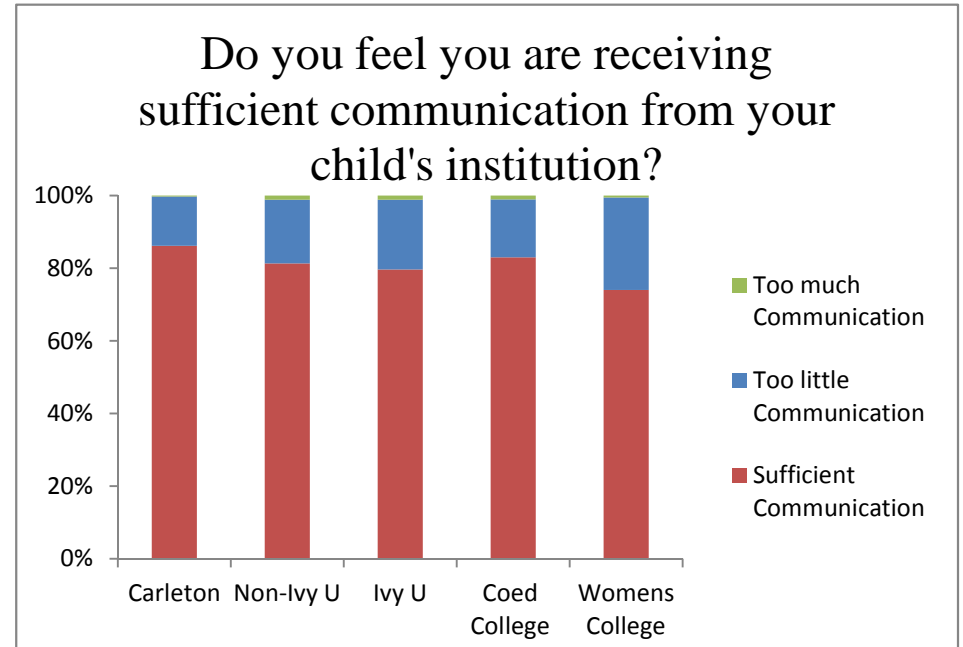
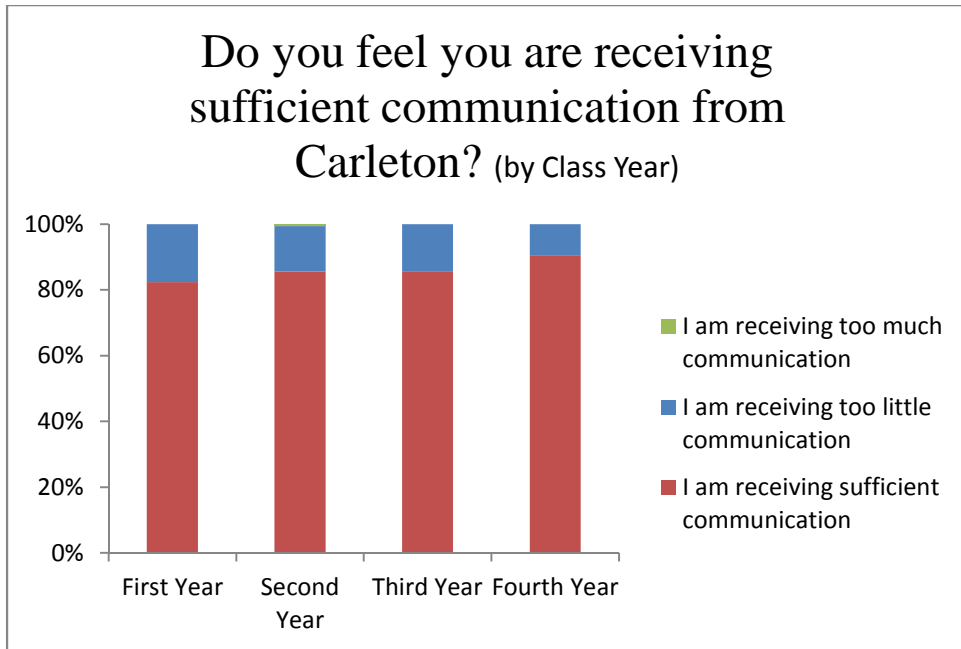
(by Class Year)



## Would Recommend Institution to a Similar Student

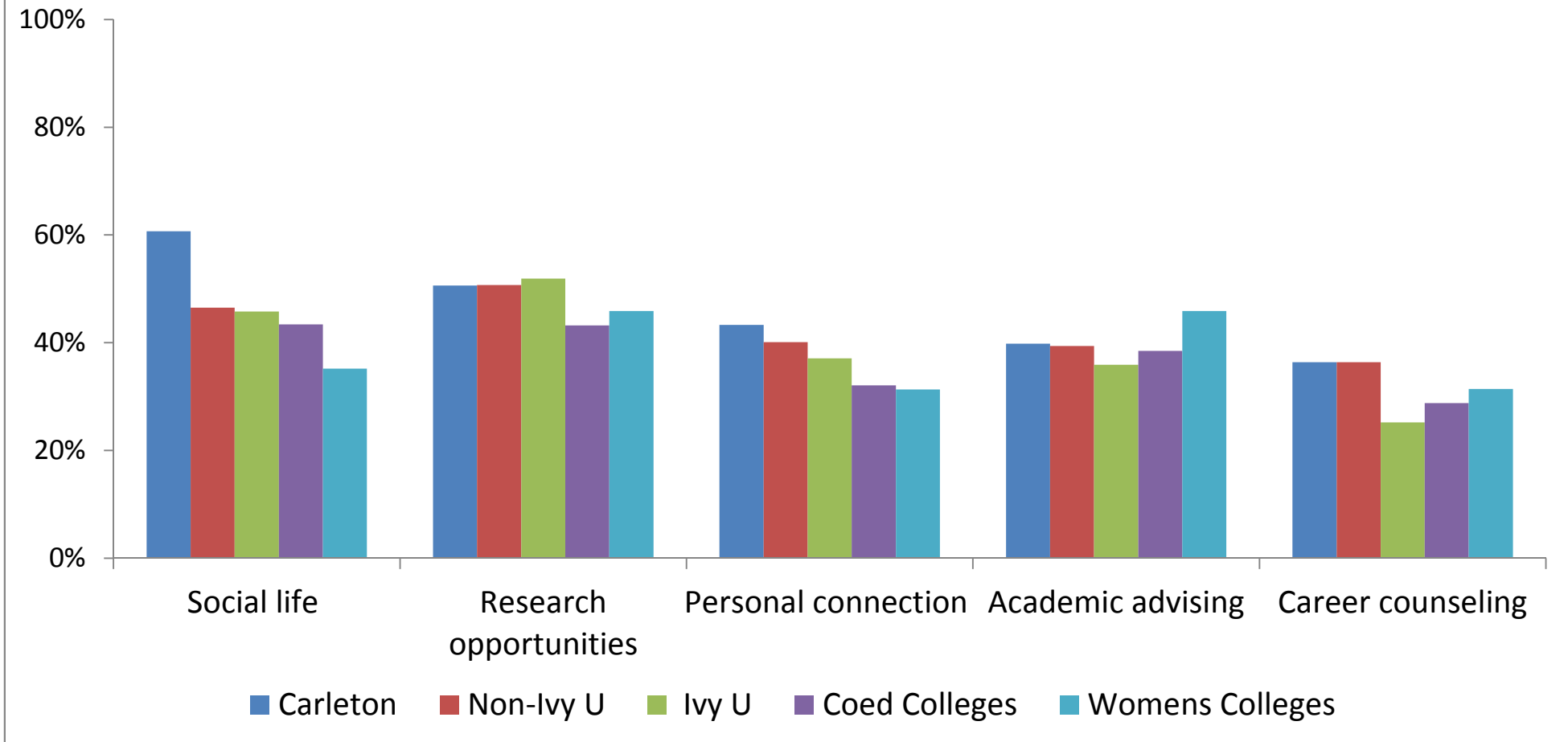


# 2012 Parent Survey Selected Results



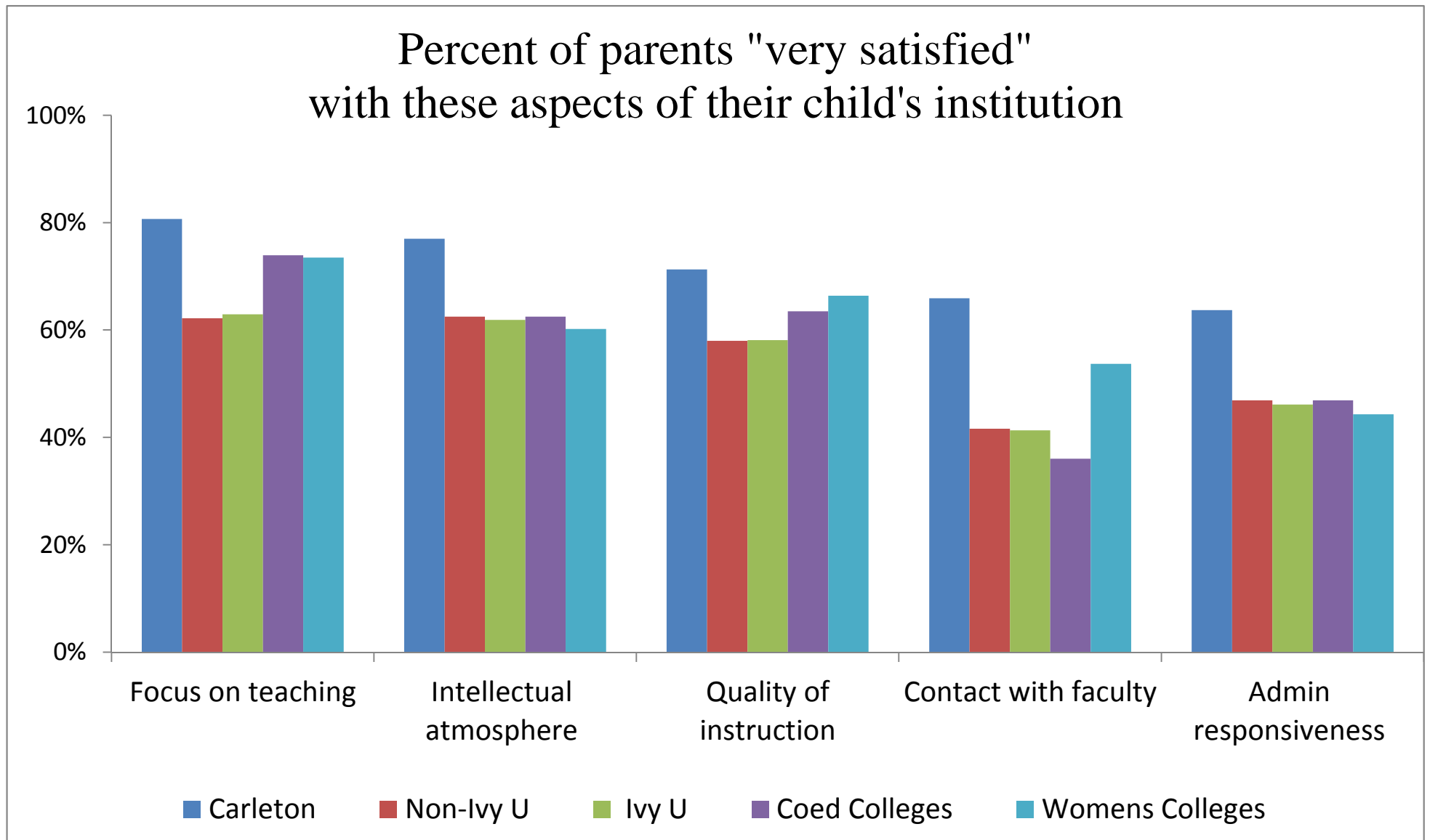
# How satisfied are you with each of the following aspects of Carleton?

## Percent of parents "very satisfied" with these aspects of their child's institution



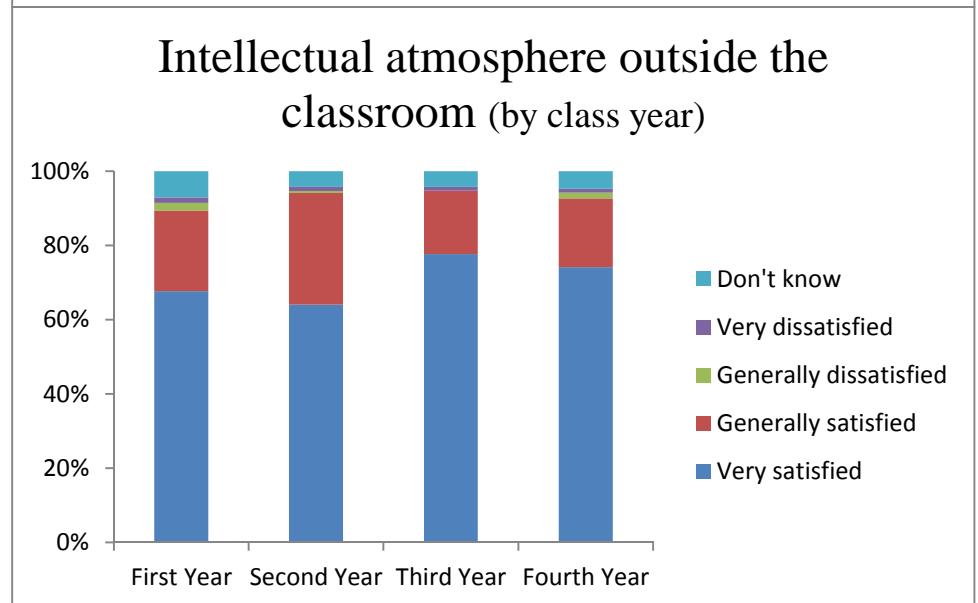
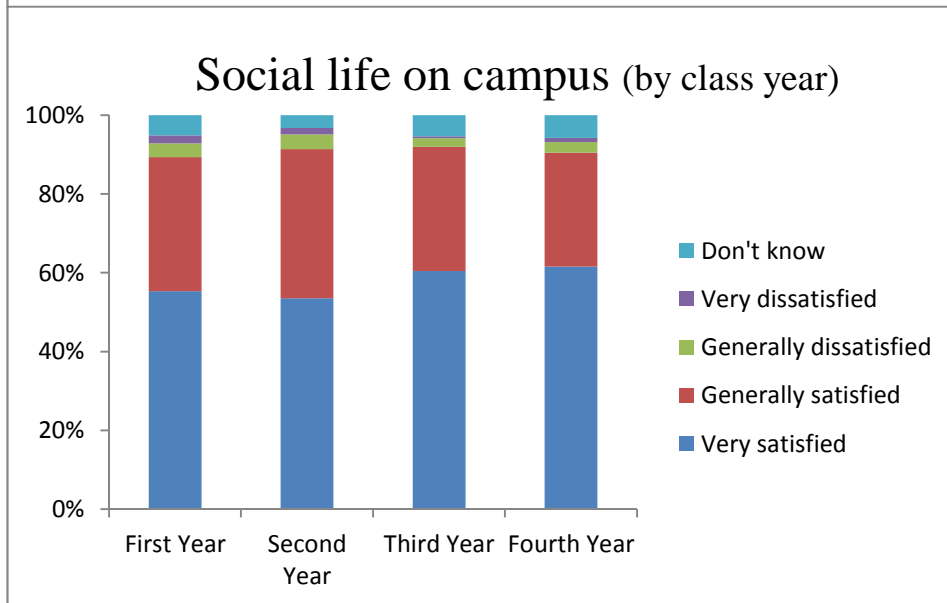
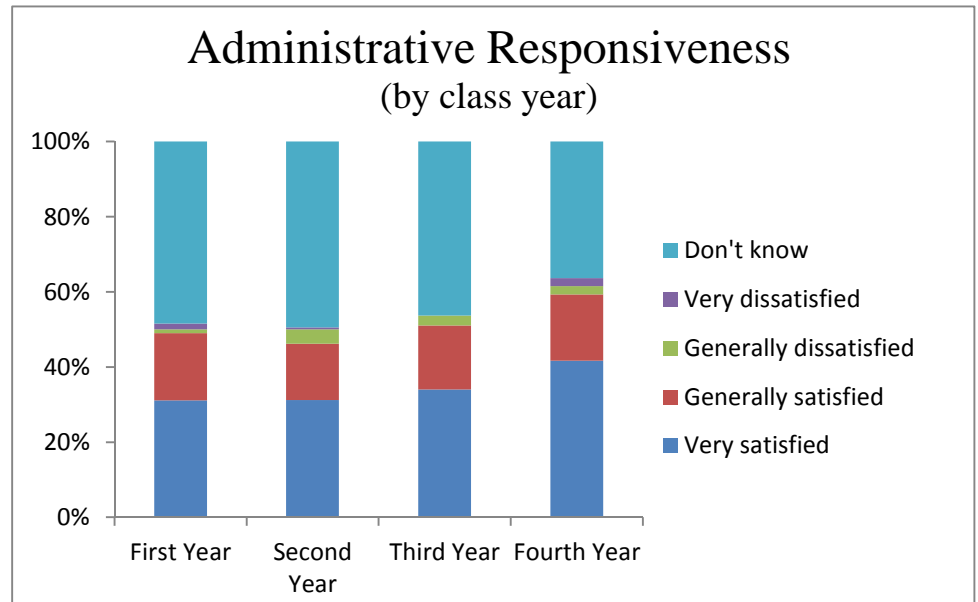
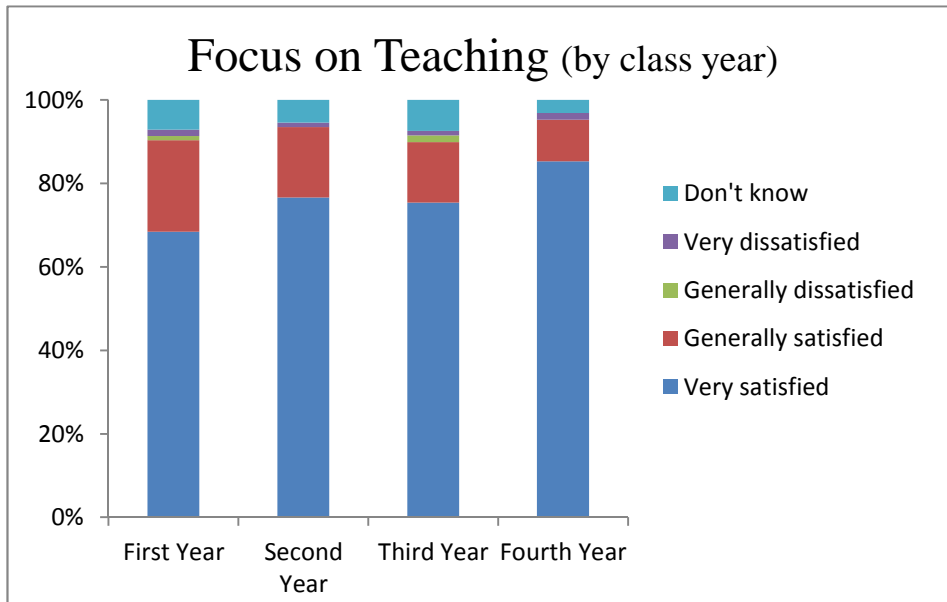
Note: Does not include percent of parents who answered, "Don't know"

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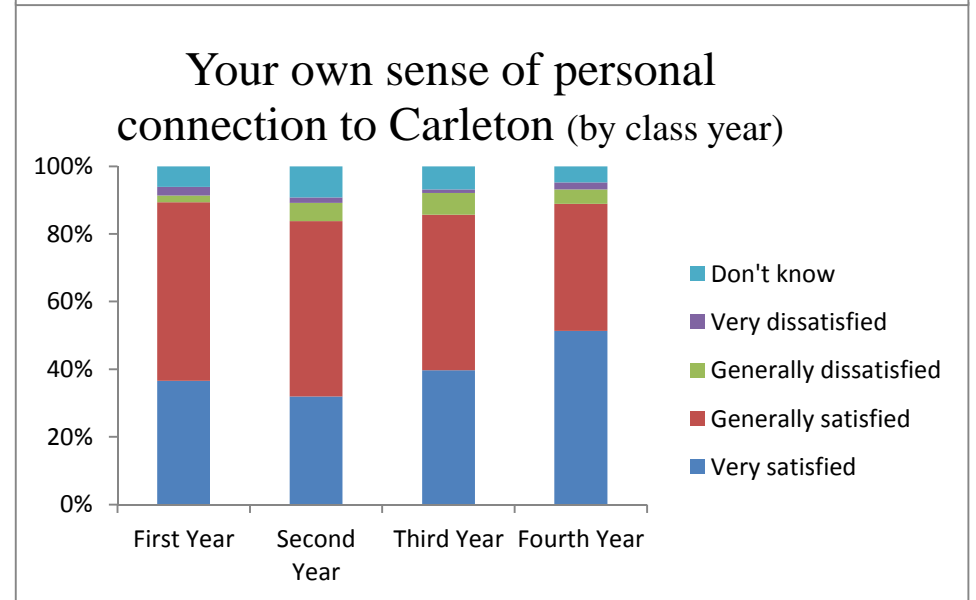
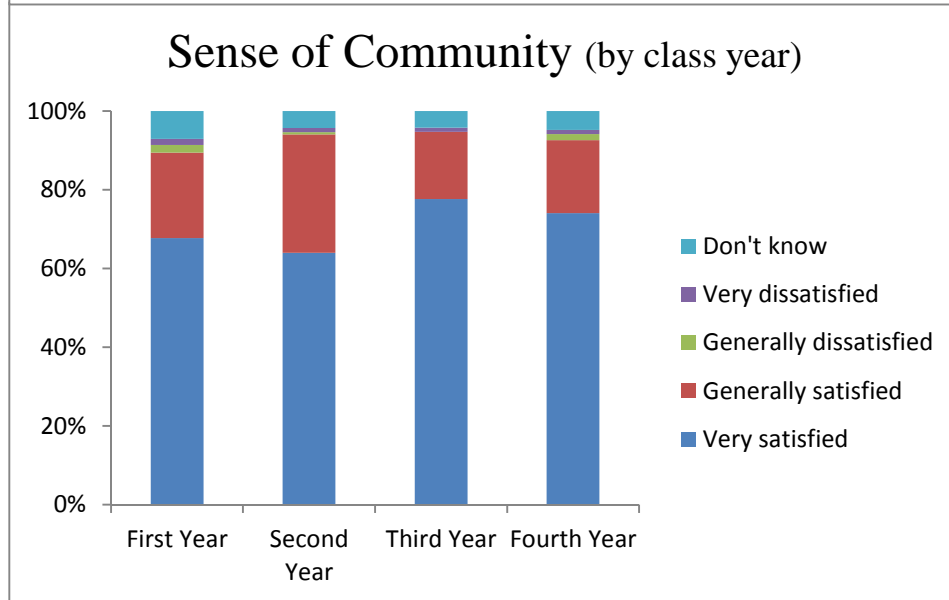
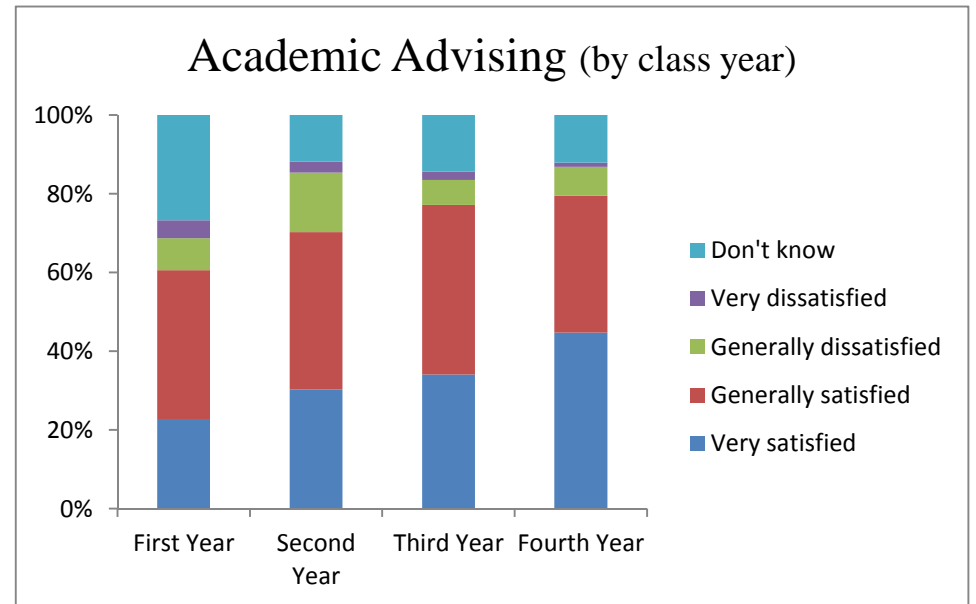
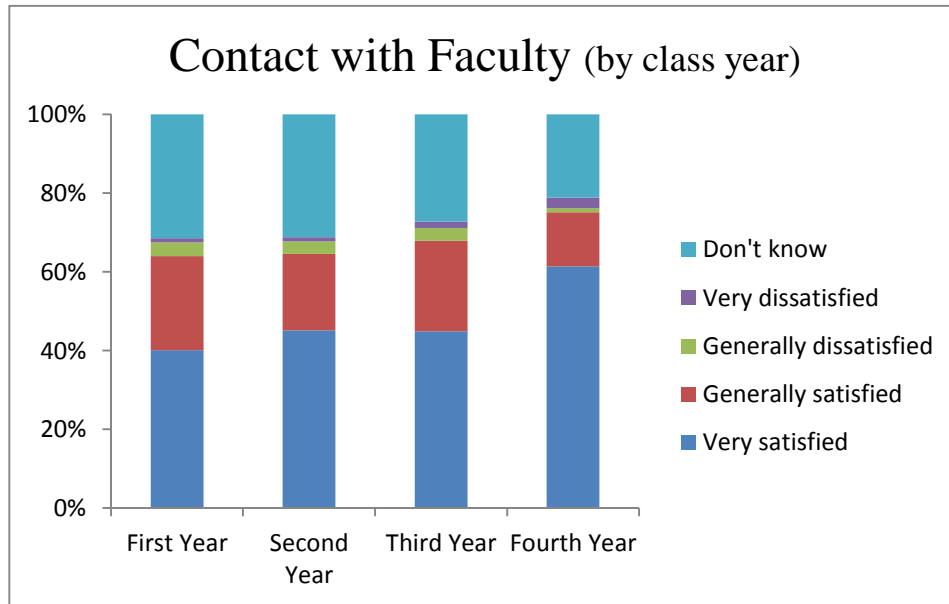


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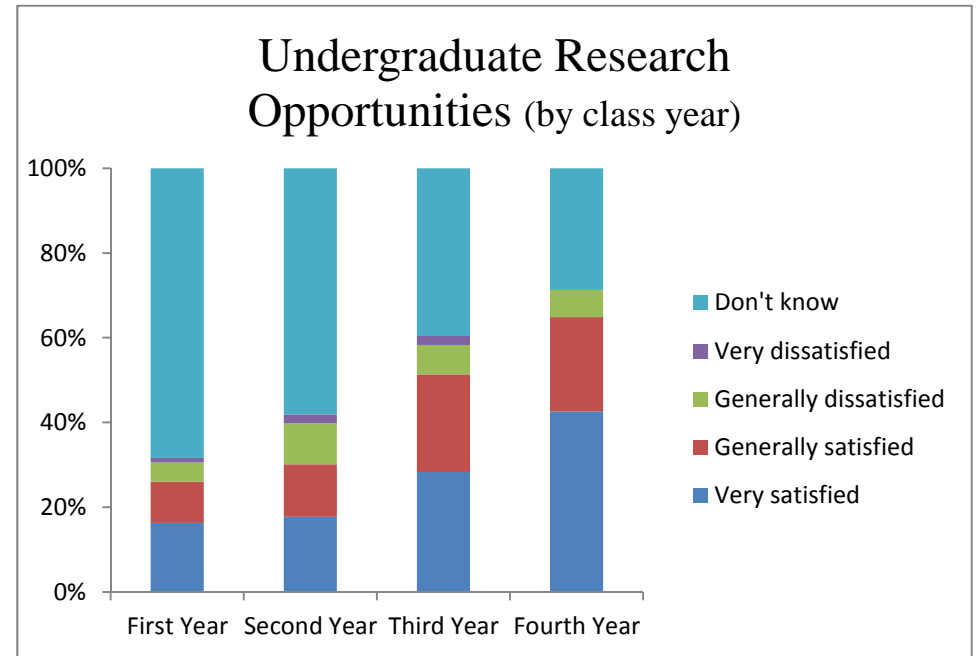
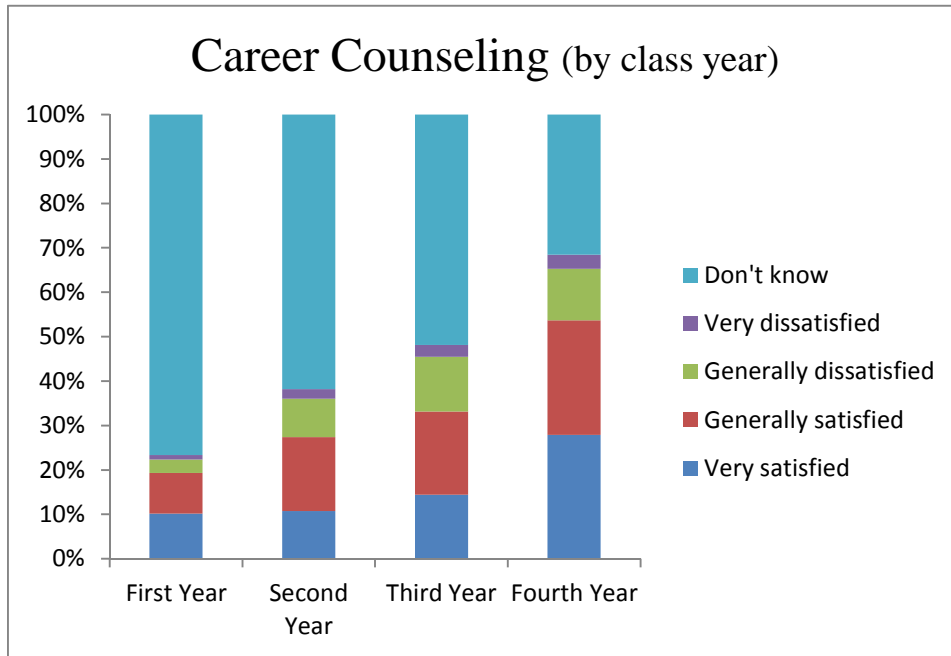


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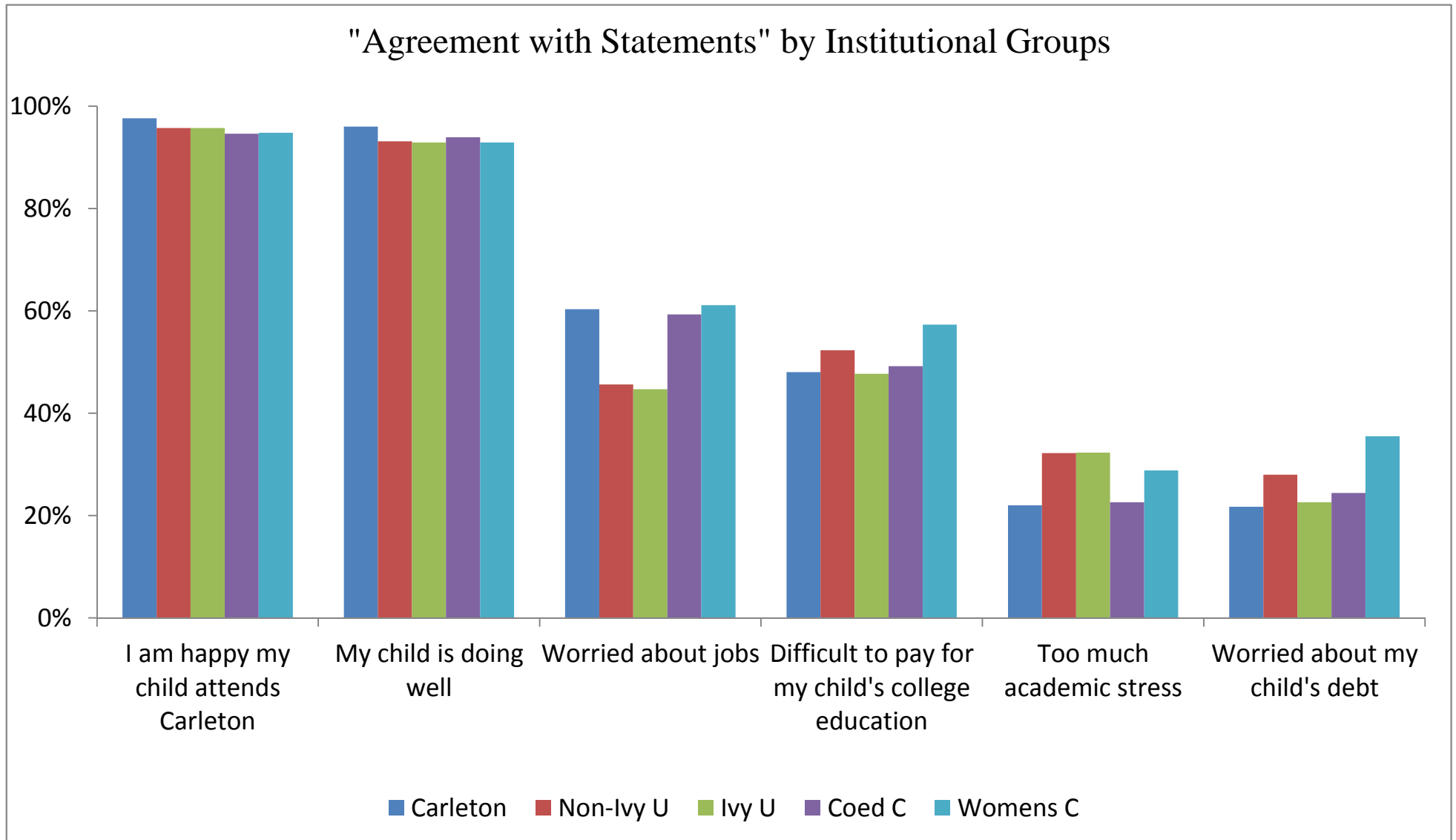




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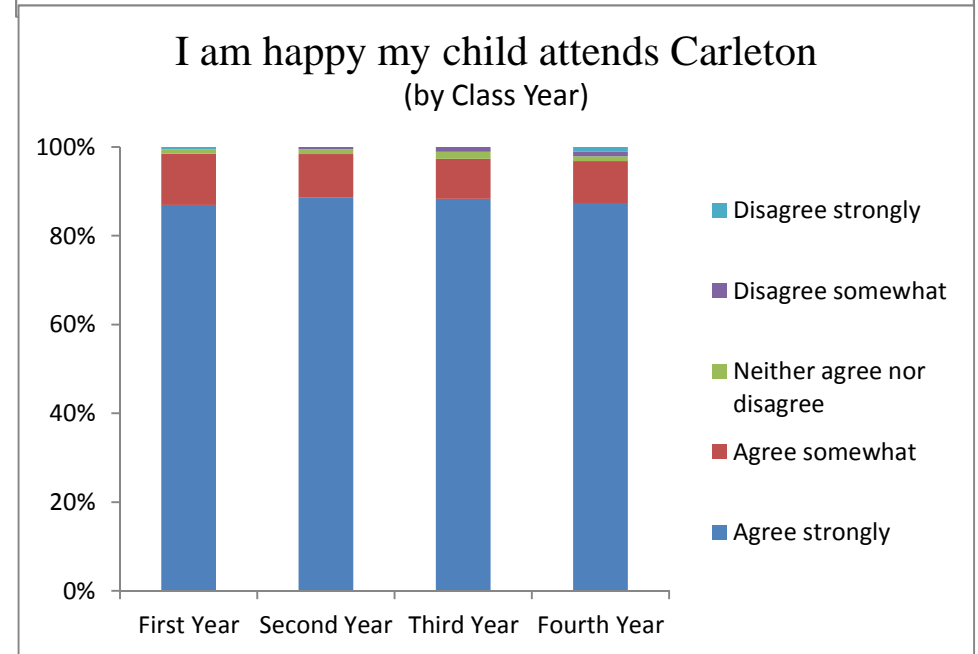
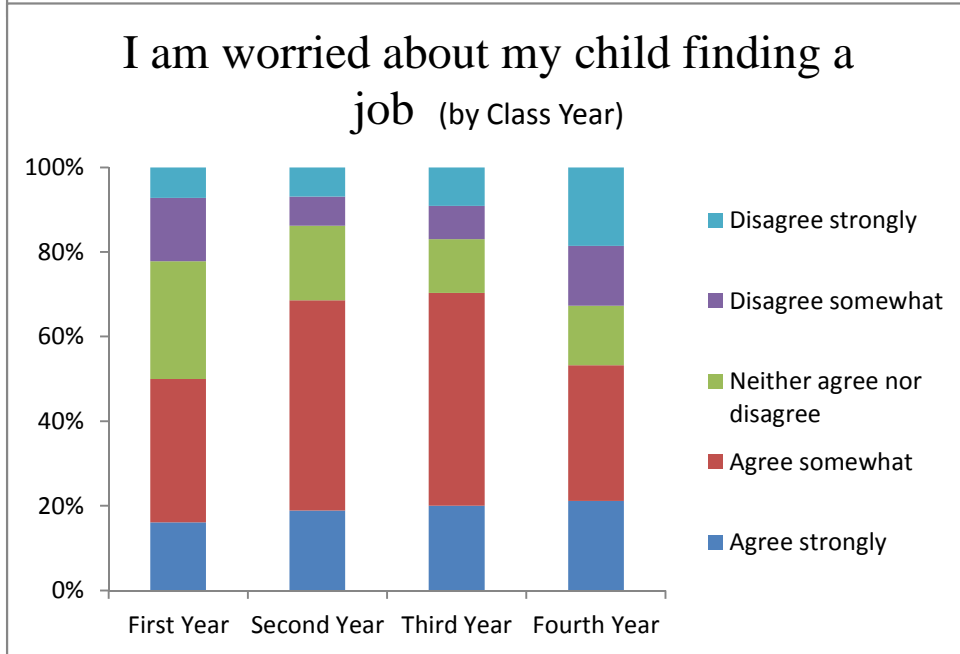
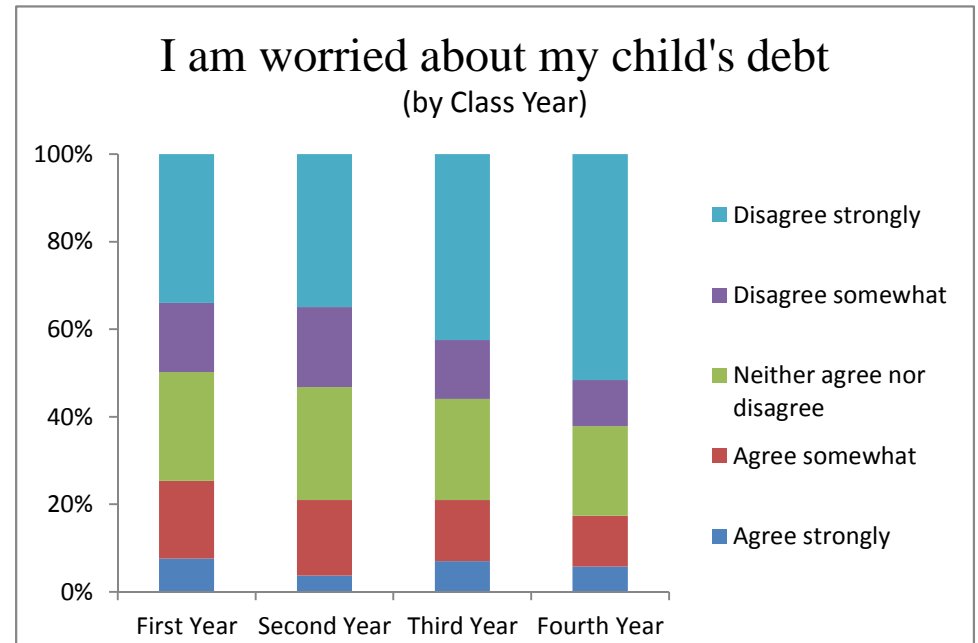
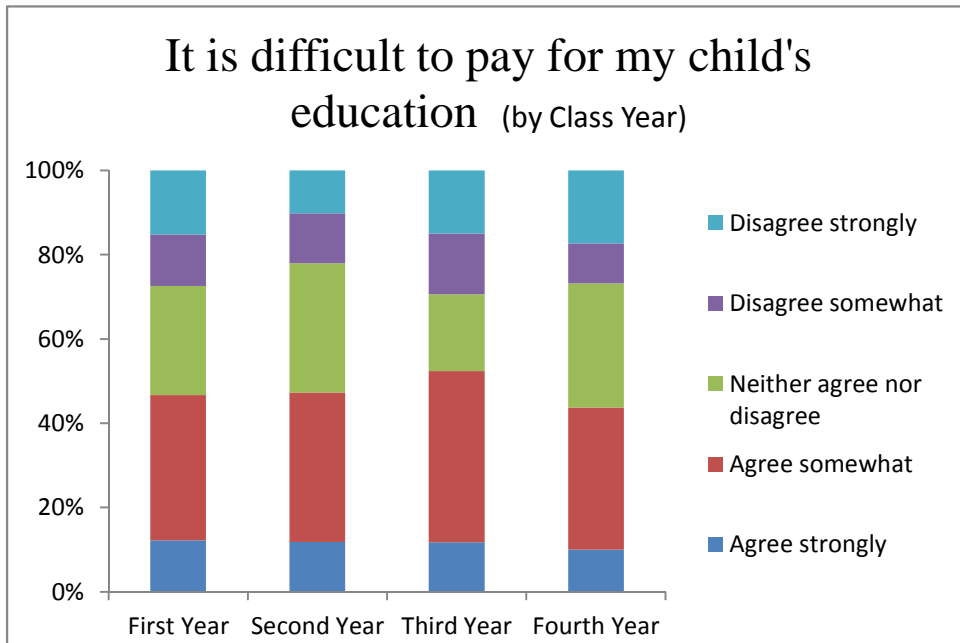


# How much do you agree or disagree with the following statements?

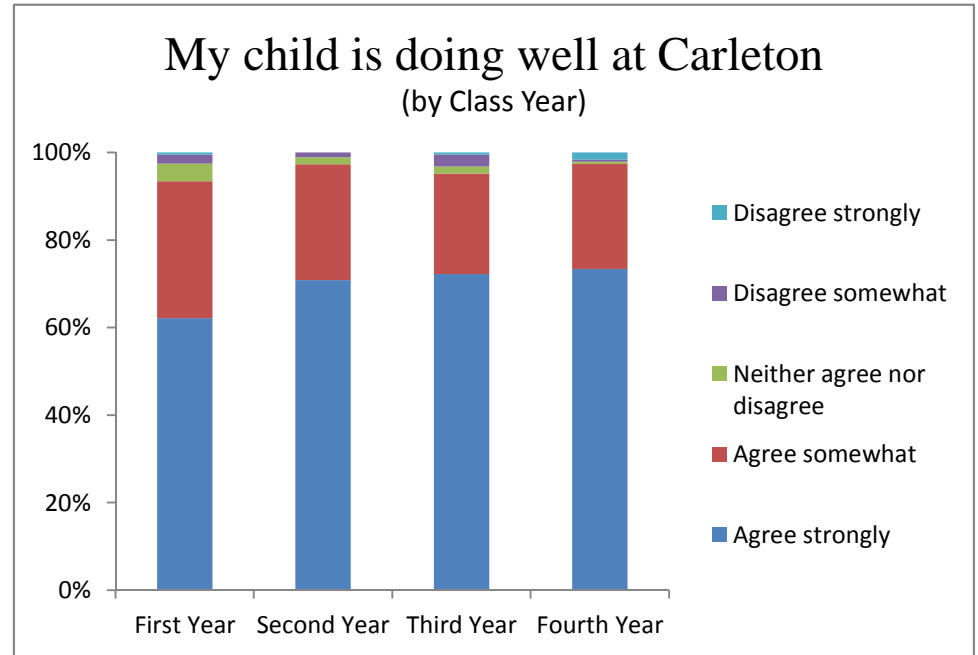
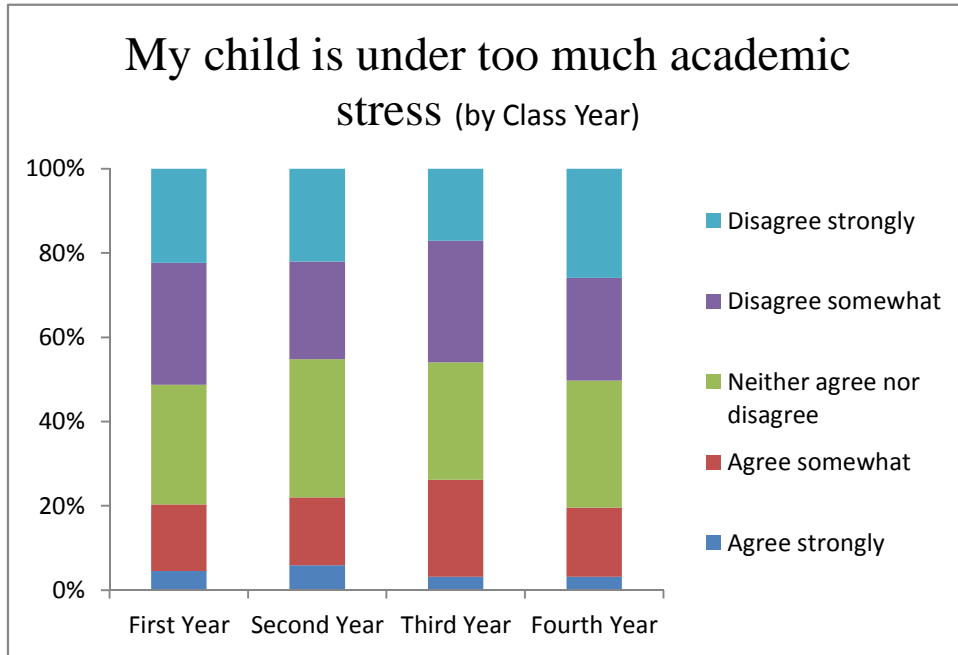


*Note: Does not include percent of parents who answered, "Don't know". Includes both "agree strongly" and "agree some."*

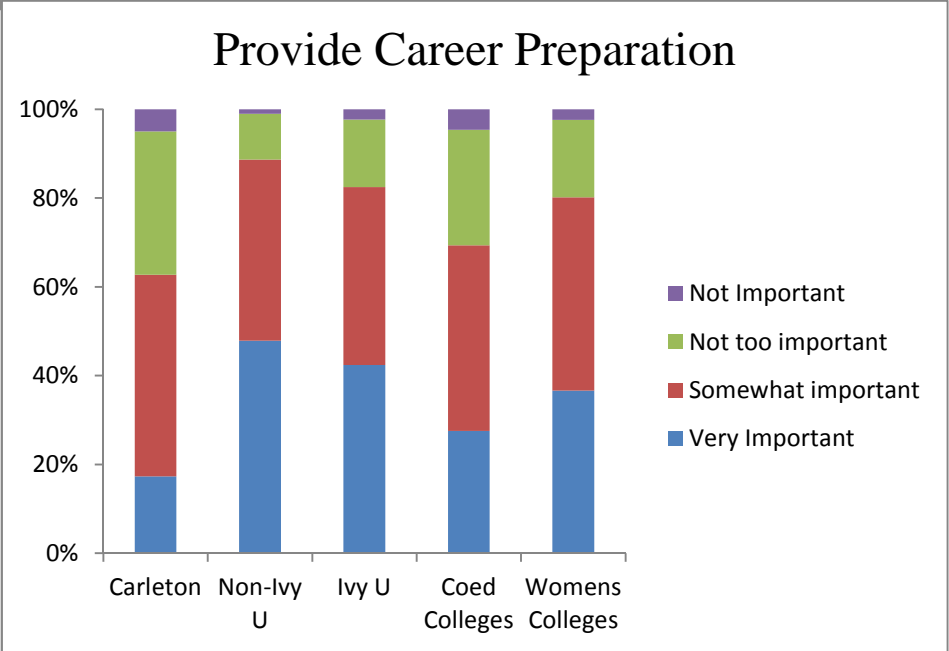
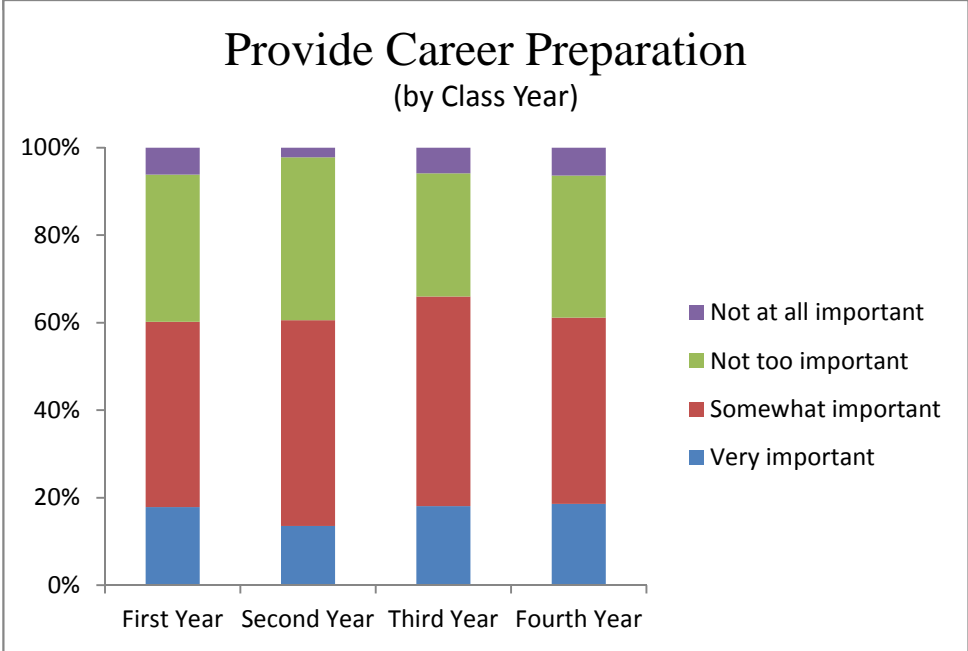
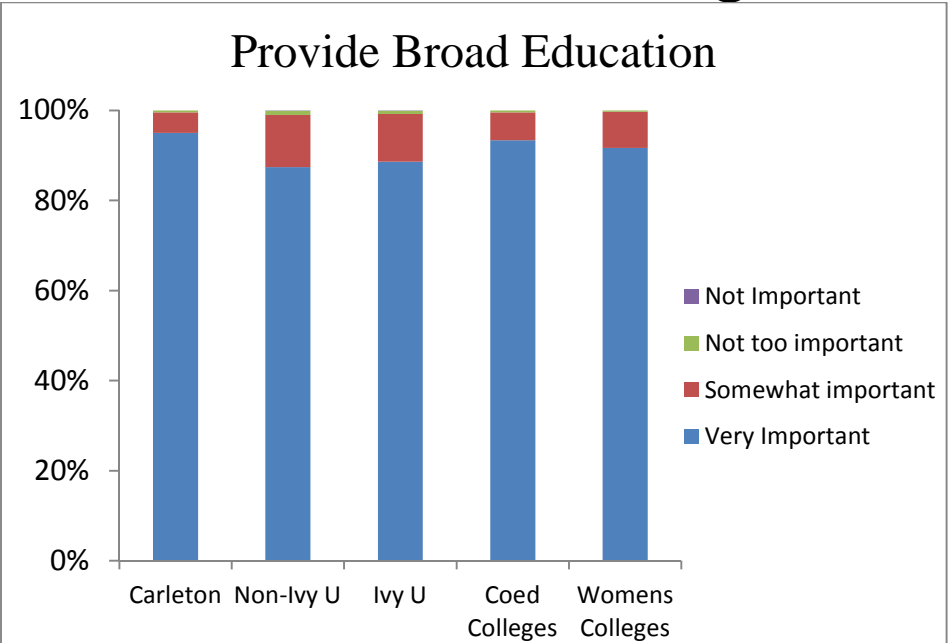
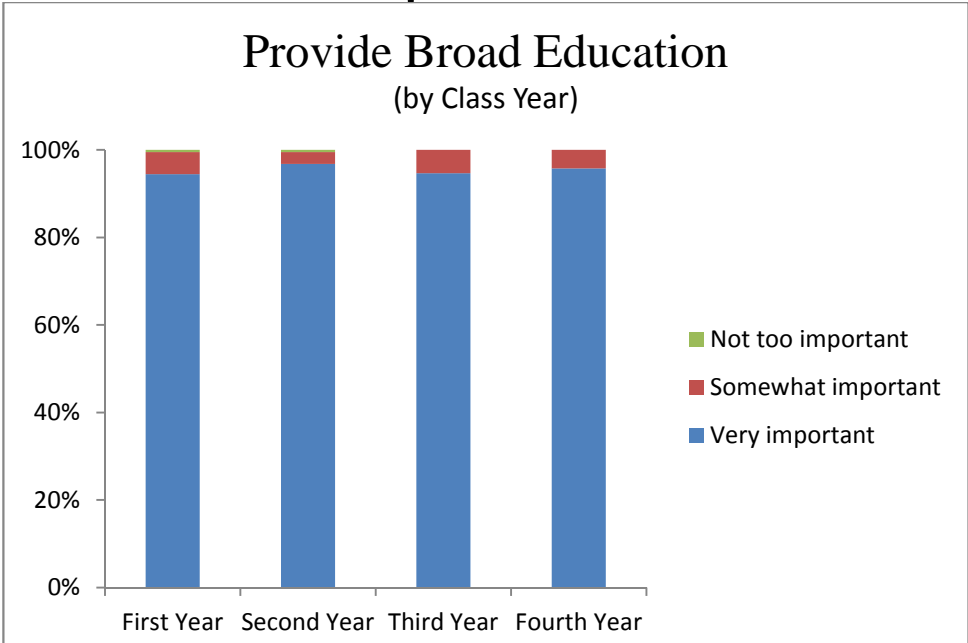
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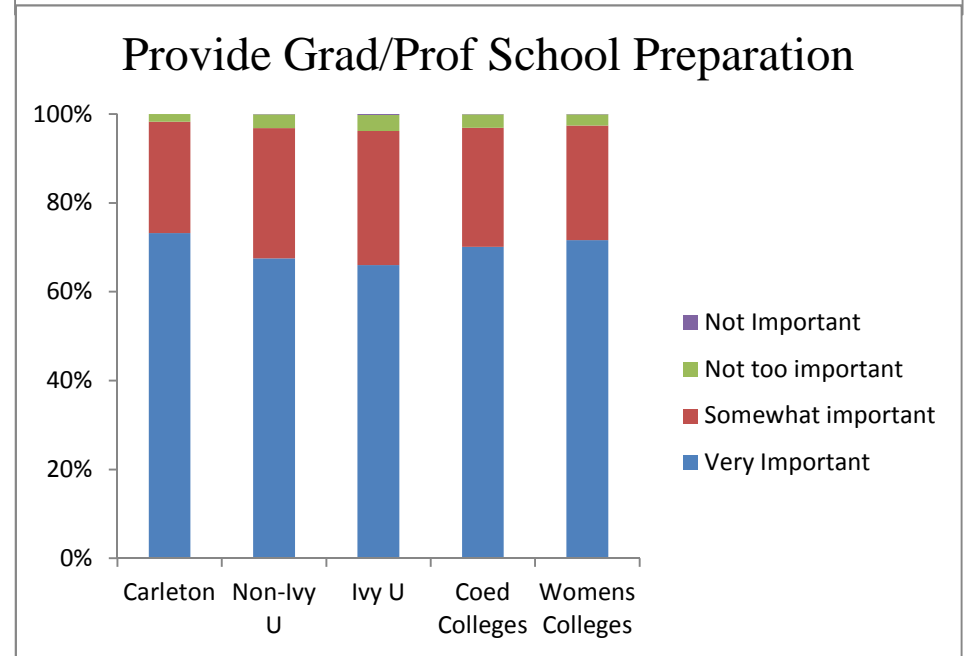
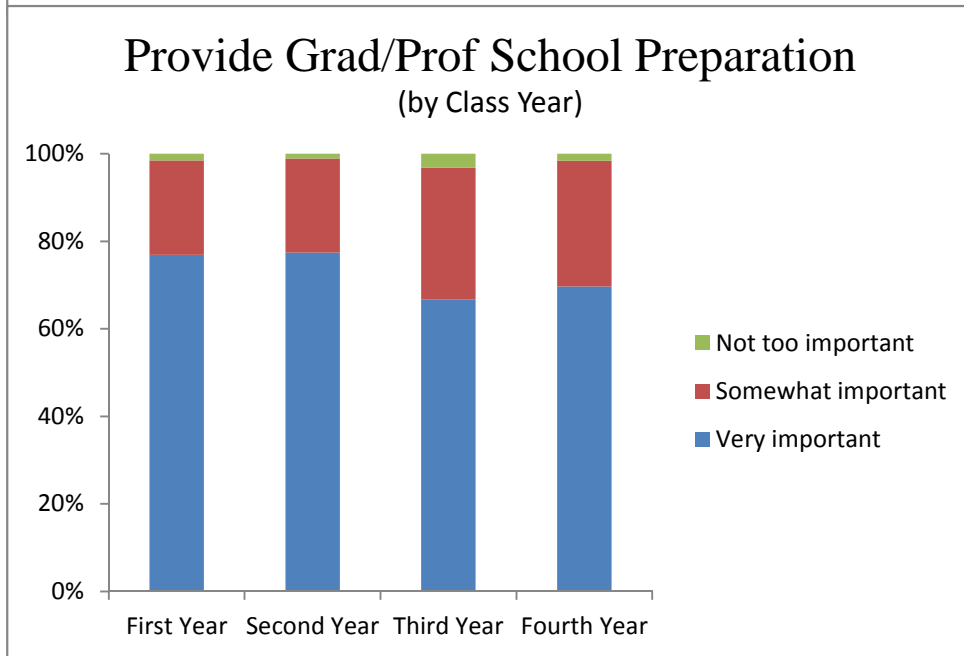
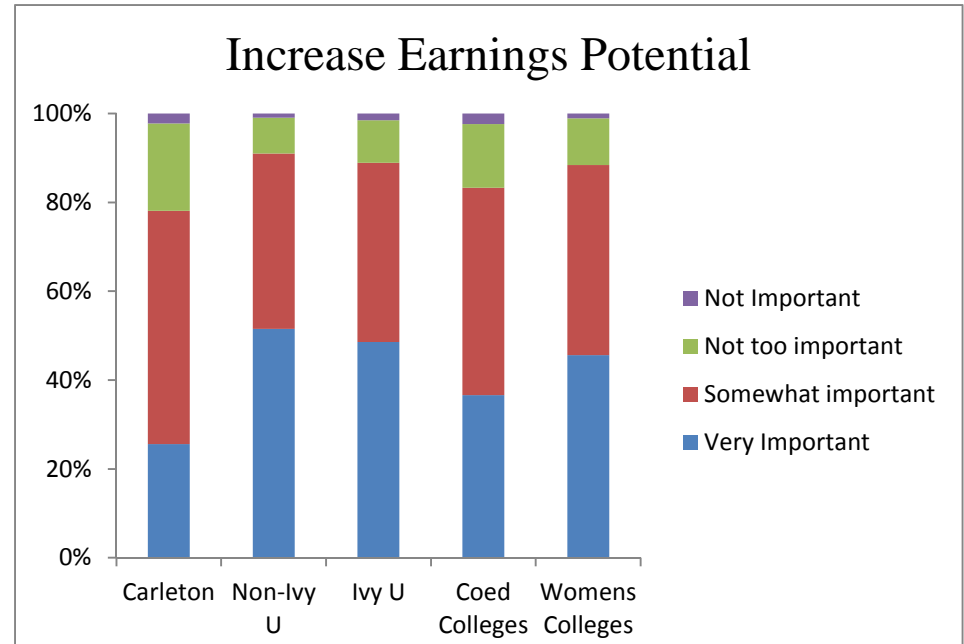
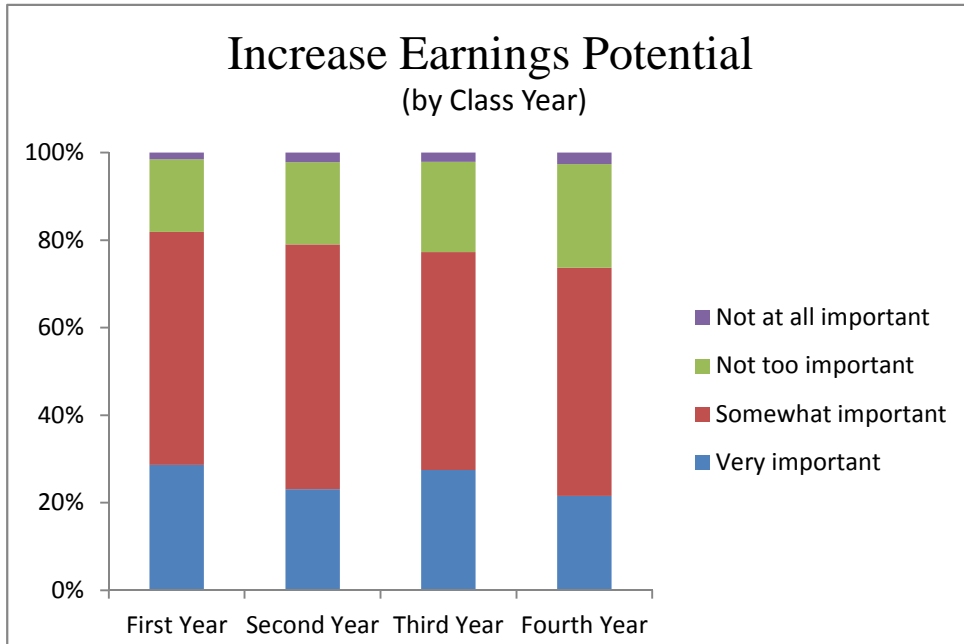
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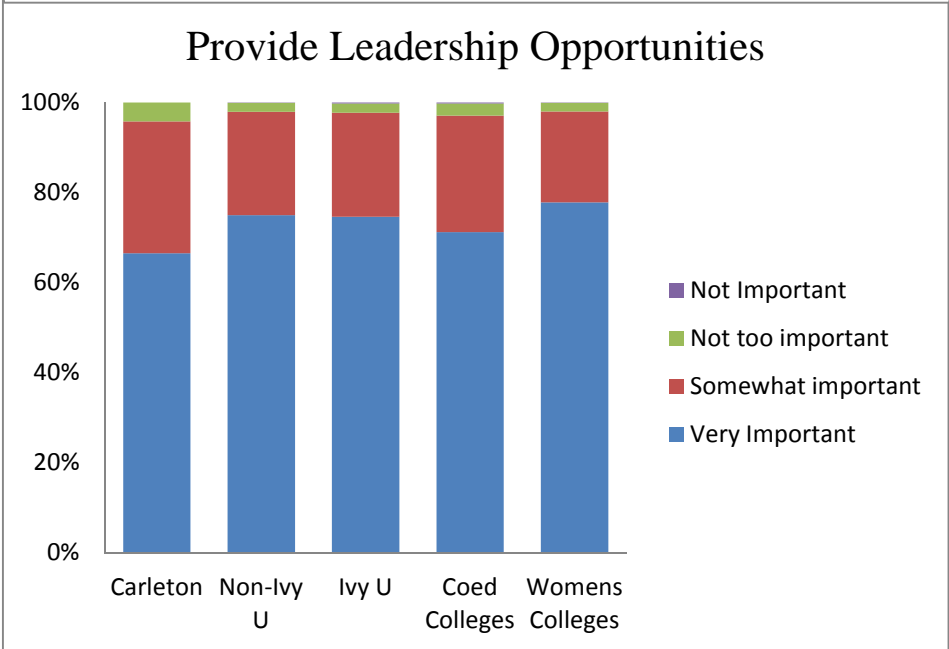
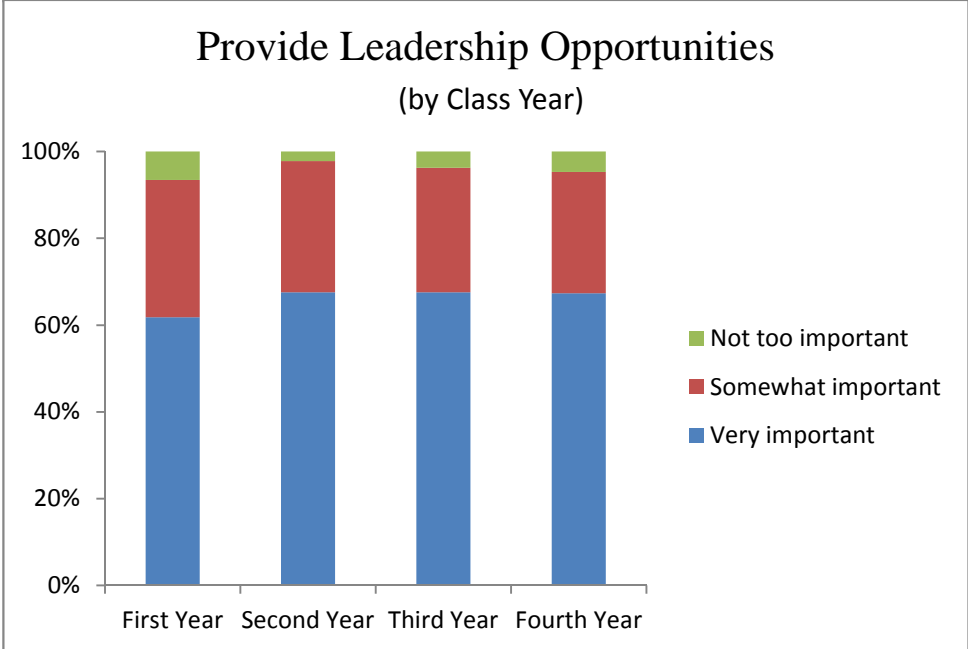
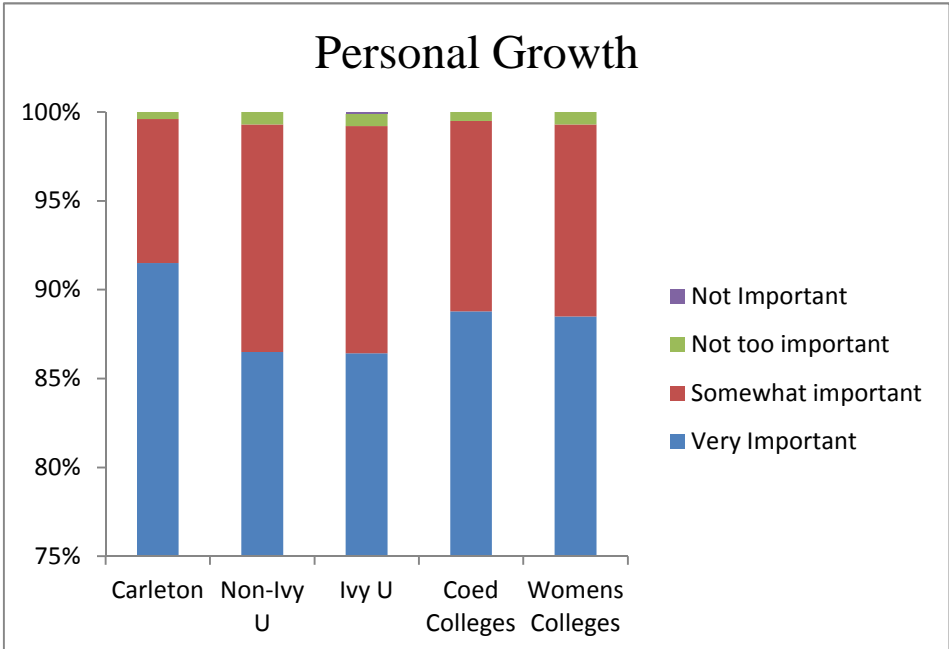
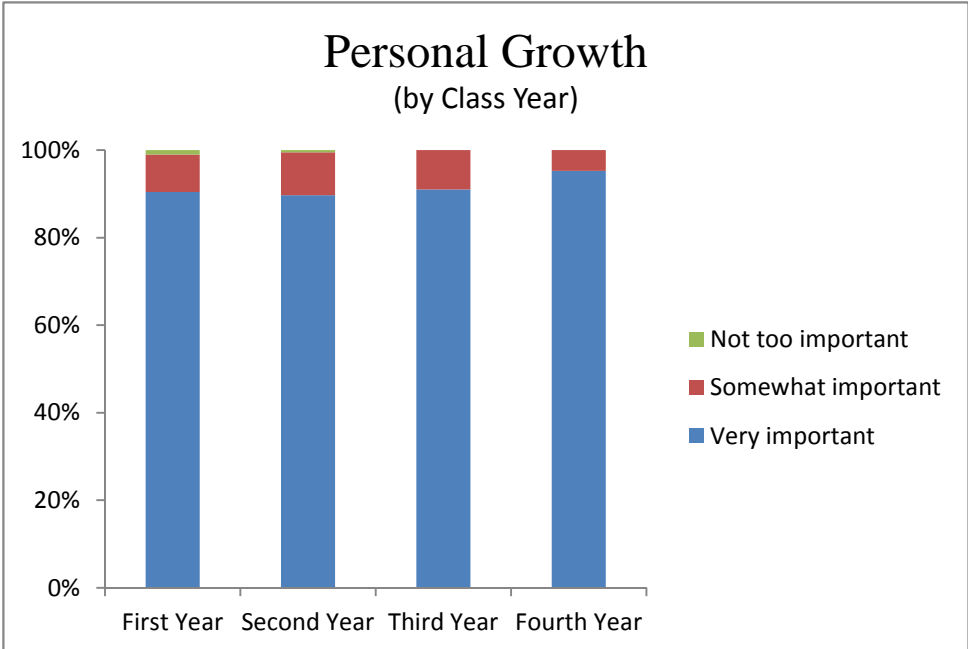
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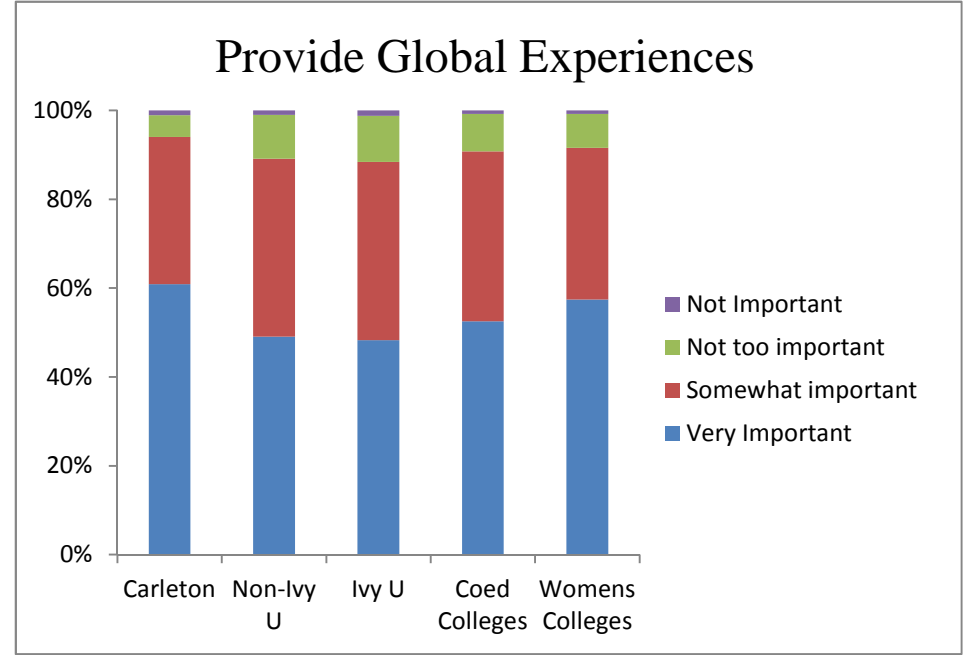
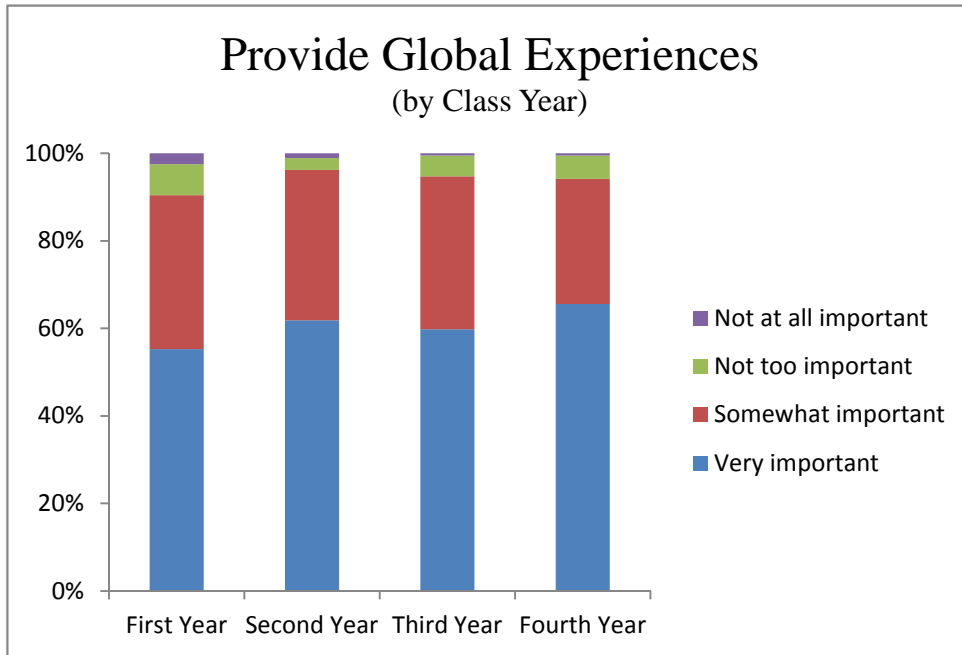
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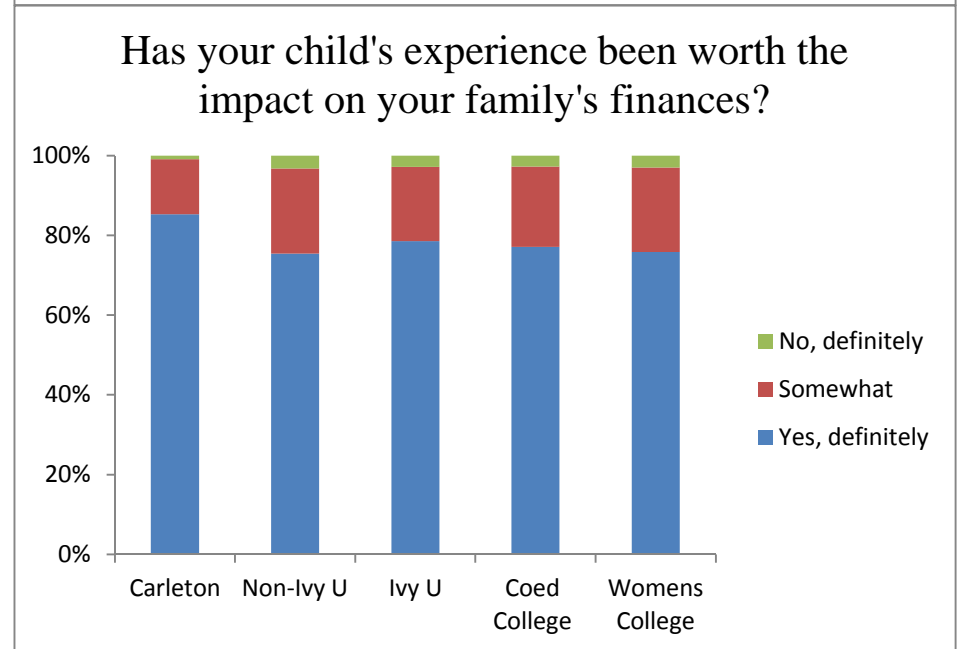
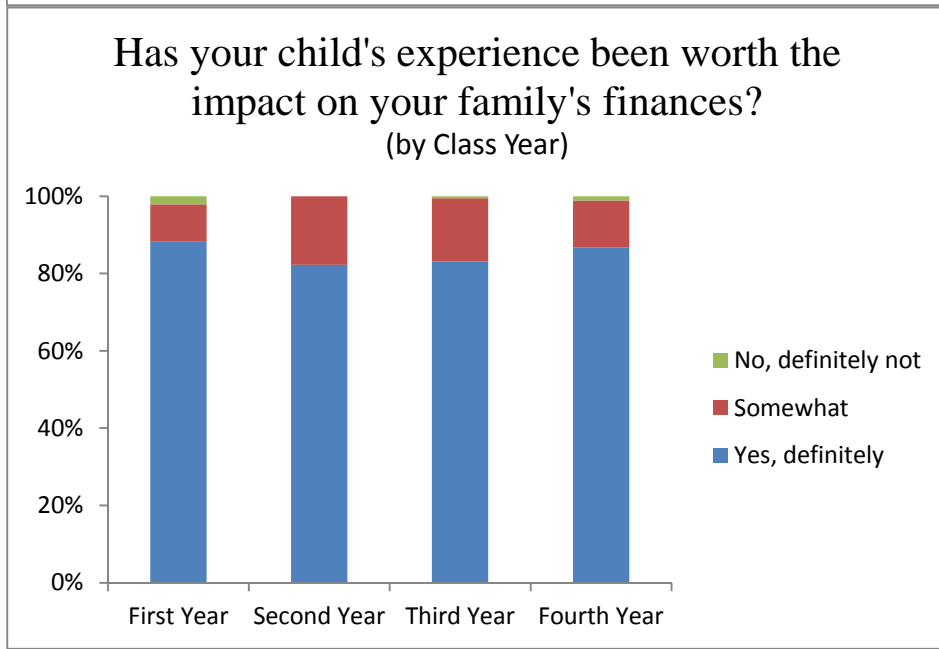
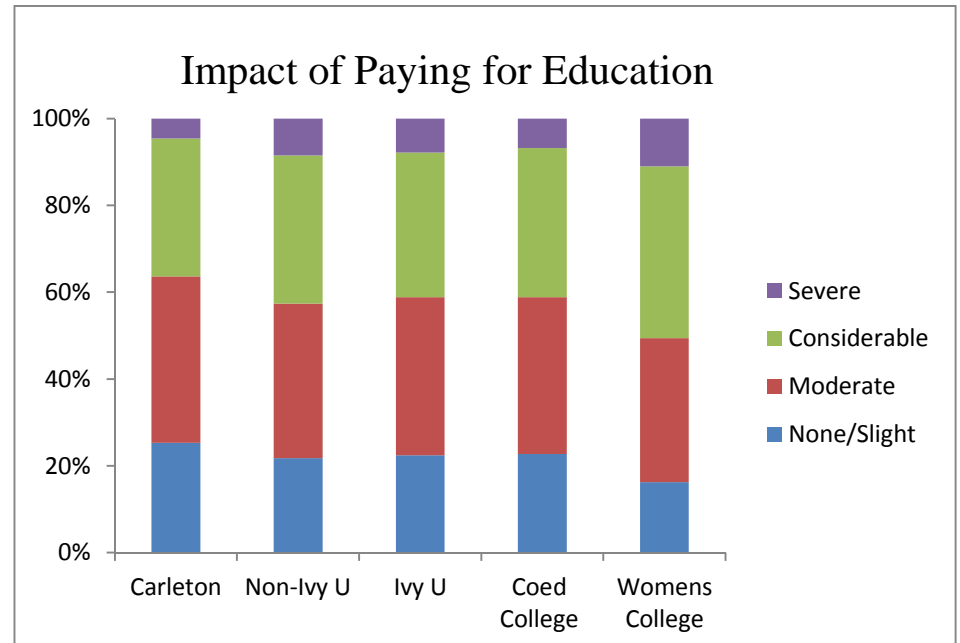
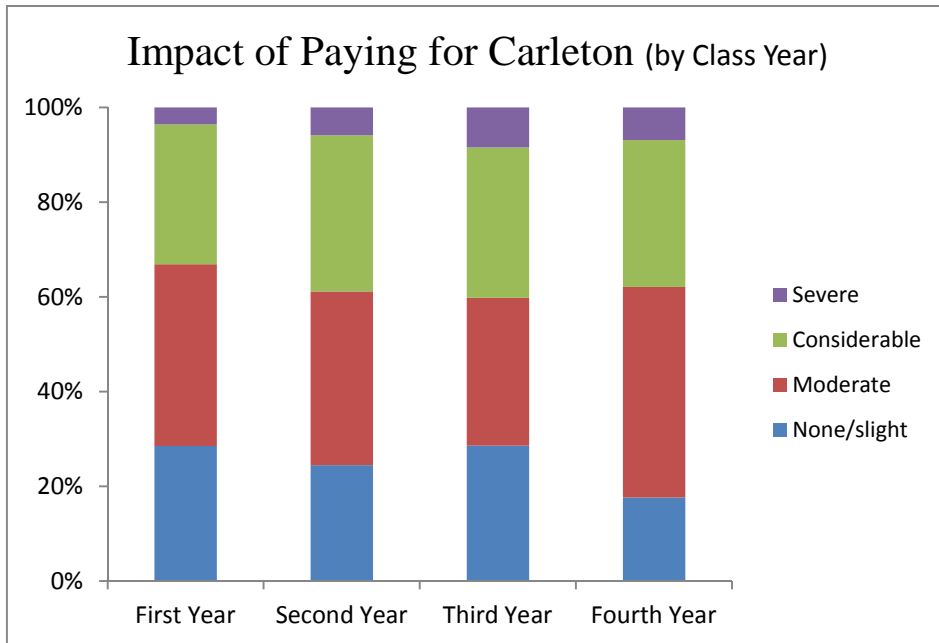


# How important is it that Carleton does the following?





# Financial impact of your child attending Carleton



# Financial impact of your child attending Carleton

