2016 SURVEY OF ADMITTED GRADUATE STUDENTS 
FOR SCHOOLS OF EDUCATION: SUMMARY OF RESULTS 
Ohio University, The Gladys W. and David H. Patton College of Education 

APRIL 2017
EXECUTIVE SUMMARY

• Students admitted to The Patton College at Ohio University for Fall 2016 participated in the Eduventures 2016 Survey of Admitted Graduate Students. The sample consists of over 50 students who are now currently enrolled at The Patton College.

• The Patton College has partnered with Eduventures to curate key findings and data from this study that highlight the unique strengths that The Patton College offers those who chose to attend.

• These findings include:
  – The top reasons these students chose to attend The Patton College and what areas they’re interested in studying.
  – Student testimonials, in their own words, on why they chose The Patton College.
  – The most useful information sources for them as they were learning more about The Patton College.
  – The impact of the availability of research and teaching assistantships on their decision to choose The Patton College.
KEY FINDINGS

• **Demographics**: Most of The Patton College’s enrolling student respondents have less than five years of work experience, do not hold teaching licenses, and do not work in the education sector. This may indicate that students’ first entry point into the education field is after a program at The Patton College, though the Patton College does offer more programs not related to education at the graduate level.

• **Academic Interests**: Nearly one-third of enrolling students select “Other” as an area of interest, with “Coaching Education” and “College Student Personnel” the most cited. The next most popular choices are Behavioral Science and Higher Education Administration. Please refer to Slide 4 for a list of graduate programs at The Patton College.

• **Decision Criteria**: The majority of The Patton College’s enrolling students are returning to school to increase their professional skills.

• **Affordability**: The top enrollment driver is the availability of assistantships or fellowships. On perceptions about affordability, enrolling students rate the school very strongly on the availability of assistantships, tuition waivers or remission, and the value of education for the cost of attending.

• **Financial Aid**: The majority of enrolling students are paying about the same net cost or lower at The Patton College compared to their next choice. Students that were offered assistantships, scholarships, and tuition remission say that this financial support has strongly impacted their decision to attend.

• **Communication methods**: Digital information sources such as the university’s and the graduate school’s overall websites are the primary method for admitted students to learn about The Patton College, although not ranked as highly useful as other sources. The most useful information sources are in-person meetings with faculty and current student testimonials, which are both heavily used by admitted students.
TOP AREAS OF ACADEMIC INTEREST

Which of the following areas will you pursue?

- Behavioral Science: 19%
- Higher Education Administration: 19%
- College Advising / Counseling: 15%
- Mental Health Counseling: 13%
- Educational Leadership: 12%
- Educational Technology: 10%
- Evaluation and Research: 8%
- Guidance Counseling (P-12): 8%
- Coaching Education: 8%
- Education Policy: 6%
- Recreation Studies: 6%
- College Student Personnel: 6%
TOP ENROLLMENT DRIVER
What is the most important reason you’ve chosen to attend The Patton College?

- Availability of assistantships / fellowships: 29%
- Career outcomes / job opportunities for graduates: 12%
- It offers my desired program: 8%
- Sense of community within my program: 8%
- Affordability: 8%
- Location (quality of the area): 6%
- Value of education for the cost of attending: 4%
- Hands-on learning / real-world experience in curriculum: 4%
- Reputation / academic quality: 2%
- Flexibility of schedule: 2%
DECISION CRITERIA

Why did you decide to return to school?

Select your top three.

- To improve my professional skills / practice: 62%
- I want to deeply engage with my chosen subject of study: 40%
- I want to advance in leadership in my career: 35%
- Long-term, a graduate degree will enable me to earn more money: 35%
- To explore new ideas and opportunities: 35%
- I want to change careers: 15%
- For personal enrichment only: 12%
- My salary increases automatically based on earning more credits or degrees: 2%
- Strongly recommended by my employer: 2%
Current Student Testimonials

In your own words, why have you chosen to attend The Patton College?

• From the moment I stepped off the bus to campus, I felt at home. Everyone I met during interview weekend for the CSP program, from faculty, staff, current students, and fellow candidates, were supportive and friendly. I did not get that at other schools where I interviewed.

• The environment is great. And, through the admission process, I can feel that the staff is friendly to international students. The program is good, and it offers financial support to graduate students.

• There's a strong emphasis on diversity, individuality, health and wellness, and community. I felt like I was a Bobcat the moment I stepped foot on campus.

• This was a school that showed interest in the students as people not just numbers. They offer the program that I am interested in and have a good sense of community. Everything fell into place for me to come here, how could I choose anything else?
STRONG IMPACT OF ASSISTANTSHIPS

In your own words, why have you chosen to attend The Patton College?

- Career growth, development, and opportunity in the assistantship position.
- Had a great experience working with OU during the application process, the assistantship seems really beneficial to my career, my partner is also attending.
- I was awarded a graduate teaching assistantship and the program aligns with my career goals.
- I was offered a research assistantship that made OU a better option financially.
- Reputation, popularity, competency and availability of assistantships and fellowships.
- The community within the program was very attractive as well as the opportunity for real-world learning in the field. The amount of assistantships available and attainable were very attractive.
- The main reasons are: I have received a graduate assistantship; I know some of the faculty members and would like to work with them.
- The professionals at Ohio University were the most willing to answer my questions and offer support throughout the application process. Additionally, I am thrilled with the assistantship I obtained and feel I am going to get all of the hands on experience. I hoped for - with an awesome supervisor. I’m also overjoyed with the compensation I will receive, as finances played a huge role in determining where I would further my education.
- The reputation for the program I am attending and the available assistantship.

How did assistantships impact your decision to enroll at The Patton College?

- Research / Teaching assistantship: 63%
- Some impact: 15%

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AFFORDABILITY OF THE PATTON COLLEGE

Rate the quality of The Patton College in the following areas:

- Availability of assistantships / paid internships: 71%
- Tuition waiver / Tuition remission: 71%
- Value of education for the cost of attending: 67%
- Overall cost of attendance: 63%
- Availability of grants or scholarships: 60%
How useful were each of the following information sources for learning more about The Patton College?

- Meeting with faculty: 97%
- Current student testimonials: 92%
- Events for admitted students: 89%
- Google searches: 84%
- Attending a class on-campus: 82%
- Campus visit: 81%
- Alumni testimonials: 81%
- Communication with admissions staff: 78%
- The Graduate School’s social media: 75%
- Presentations by admissions officers held on-campus / virtually: 71%
- One-on-one sessions with admissions officers: 70%

Usefulness percent rating “4” or “5” in 1-5 rating scale where 1=“Not useful at all” and 5=“Extremely useful”
THANK YOU

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