

MacEwan University

EARLY LEAVER FOLLOW-UP SURVEY 2024

Prepared by:
Tina VanderHeide, MA
Institutional Analysis & Planning
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Executive Summary

- The Early Leaver Survey is conducted with students who were enrolled at MacEwan University in the Fall 2023 or Winter 2024 terms but did not return to their programs in Fall 2024. The purpose of the survey is to gather information on former students' current educational status, reasons for discontinuing their education at MacEwan, and satisfaction with various components of MacEwan University.
- In 2024, 46% of respondents were continuing their education at a university. Eight percent of respondents were continuing their education at a college or technical institute. The remaining 47% were not continuing their education at the time of the survey. When analyzed according to credential type, 57% of respondents in baccalaureate or transfer programs were continuing their education, compared to 28% of respondents in diploma programs.
- A slight majority of those attending a university were enrolled at the University of Alberta (53%), representing a decrease of 15% since 2020. The majority of those attending a college or technical institute were enrolled at NAIT (15%).
- Seventy-six percent of respondents reported that they felt prepared academically for their current university, and 73% felt prepared for their current university environment.
- A high percentage of respondents were accepted by the institution of their choice (92%) and the program of their choice (96%).
- Of the respondents not continuing their education elsewhere (47%), the most frequently cited personal reason was *insufficient financial resources* (34%), followed by *mental or physical health* (31%). The most frequently cited institutional reason was *could not get the courses I wanted* (19%).
- When asked to comment on the primary reason for not continuing at MacEwan University, the most frequently cited reason was that *program or courses or majors were not available* (28%), followed by a *change in goals/plans* (20%). Reasons varied according to enrolment status, with those enrolled most frequently saying that *program or courses or majors were not available* (43%). Those not enrolled most frequently cited *family commitments/personal reasons* (28%) and a *change in goals/plans* (25%). Reasons also varied according to credential type, with respondents in baccalaureate or transfer programs saying that *program or courses or majors were not available* (29%), and respondents in diploma programs citing a *change in goals/plans* (34%).
- Overall, 75% of respondents said they were satisfied with their decision to leave MacEwan University, while 11% were not satisfied and 14% were unsure. When analyzed according to enrolment status, 83% of those currently enrolled in another institution were satisfied with their decision to leave MacEwan, compared to 78% of those not currently enrolled.
- Academic profile data shows that 57% of respondents had a full-time academic load at MacEwan University (completed 9 or more credits). Seventy-six percent of respondents completed up to two years of study at MacEwan University.
- Sixty-nine percent of respondents were satisfied with the *overall quality of their educational experience* at MacEwan University (compared to 68% in 2022 and 82% in 2020). Student satisfaction with other components of the educational experience, such as *course relevance*, *exposure to technology*, *individual assistance from instructors*, and *quality of teaching* ranged from 60% to 70%.
- A high percentage of respondents indicated that they were willing to recommend their programs (85%) and MacEwan University (94%) to others.

I. Introduction

The Early Leaver Survey is conducted biennially to determine reasons for program non-completion among MacEwan University students. The Early Leaver Survey, formerly known as the University Transfer Survey, was created by modifying the University Transfer Survey, which focused only on students who were enrolled in university studies at MacEwan and who did not complete their credential at MacEwan in the current academic year. Modifications include the addition of questions to capture the experiences of early leavers who did not subsequently enroll in post-secondary education and the extension of survey eligibility to also include diploma students who leave MacEwan University prior to earning a credential.

University programming and services are assessed regularly by means of several surveys. For example, CUSC collects information on student satisfaction and experiences among first year, middle year, and graduating students (on alternating years); NSSE collects information about first year and graduating students' participation in university activities relating to learning and engagement; and the Graduate Survey collects information on the employment success of MacEwan University graduates.

The Early Leaver Survey focuses on the experiences of former MacEwan University students while they were attending MacEwan University and post-attendance. The Early Leaver Survey questions former MacEwan students with regard to several variables, including:

- Current educational status and transfer experience, which includes transfer status, current program and educational institution, level of preparation for university, acceptance into one's first-choice institution and program, current employment status, reasons for not continuing at MacEwan, and satisfaction with decision to leave MacEwan;
- Academic profile at MacEwan University, including course load and academic advising;
- Satisfaction with educational experience;
- Willingness to recommend the program and the university.

II. Methodology

The Early Leaver Survey was conducted by telephone, with an option to complete the survey online. A census was conducted with students who were enrolled at MacEwan University in Fall 2023 or Winter 2024 terms who did not graduate and did not return to their programs in the Fall 2024 term (or the current academic year)¹. Administration of the survey was contracted to Leger, and emails were sent from October 23 to November 29, 2024; calls were made from November 19 to December 8, 2024.

TABLE 1 – DEGREE PROGRAM RESPONSE RATE

Response Rate	Population	Response Total (n)	Response Total (%)	Response within Program (%)
Bachelor of Applied Human Service Admin	35	5	1%	14%
Bachelor of Arts	676	121	31%	18%
Bachelor of Child & Youth Care	18	5	1%	28%
Bachelor of Commerce	301	50	13%	17%
Bachelor of Communication Studies	31	7	2%	23%
Bachelor of Design	16	4	1%	25%
Bachelor of Early Childhood Education	33	7	2%	21%
Bachelor of Fine Arts	27	8	2%	30%
Bachelor of Music	25	6	2%	24%
Bachelor of Physical Education*	37	5	1%	14%
Bachelor of Psychiatric Nursing	6	1	<1%	17%
Bachelor of Science	618	161	41%	26%
Bachelor of Science in Nursing	35	8	2%	23%
Bachelor of Social Work	5	0	0%	0%
Total Degree Program	1863	388	21%	-

*Note: this is a transfer program where only one or two years are offered at MacEwan University.

¹ Students who did not return in Fall 2024 but are enrolled in a winter class are not included in this survey (n=12).

TABLE 2 – DIPLOMA PROGRAM RESPONSE RATE

Response Rate	Population	Response Total (n)	Response Total (%)	Response within Program (%)
Accounting & Strategic Measurement Diploma	14	1	2%	7%
Acupuncture	2	1	2%	50%
Arts & Cultural Management	3	0	0%	0%
Business Management Diploma	79	9	20%	11%
Correctional Services Diploma	14	1	2%	7%
Hearing Aid Practitioner	26	7	15%	27%
Human Resource Management Diploma	17	3	7%	18%
Library & Information Technology Diploma	6	1	2%	17%
Massage Therapy Diploma	7	1	2%	14%
Paralegal Studies Diploma	8	2	4%	25%
Police & Investigations Diploma	29	8	17%	28%
Psychiatric Nursing Diploma	12	3	7%	25%
Public Relations Diploma	1	0	0%	0%
Social Work Diploma	11	1	2%	9%
Studio Arts Diploma	6	0	0%	0%
Therapist Assistant Diploma	29	7	15%	24%
Travel	12	1	2%	8%
Total Diploma Program	276	46	17%	-

The overall response rate was 20% (434/2139 respondents). Response rates in previous years were 16% in 2022, 28% in 2020, 34% in 2018 and 2016, and 30% in 2014.

Regarding degree program response rates (21% overall), respondents from the Bachelor of Science (41%), Bachelor of Arts (31%), and the Bachelor of Commerce (13%) programs comprised the highest percentage of participants. The participation rate within degree programs was highest for the Bachelor of Fine Arts (30%) and the Bachelor of Child and Youth Care (28%).

Diploma program response rates (17% overall) were highest for the Business Management Diploma (20%), Police & Investigations Diploma (17%), Hearing Aid Practitioner (15%) and Therapist Assistant Diploma (15%) programs. Within diploma programs (excluding Acupuncture, with one participant), Police & Investigations (28%) and Hearing Aid Practitioner (27%) programs had the highest participation rates.

The total number of unique MacEwan University students who were enrolled in baccalaureate or university programming in the Fall 2023 term and/or Winter 2024 term was 13,266. Out of 13,266 students enrolled in baccalaureate or university programming in the Fall 2023 and/or Winter 2024 term, 3860 did not return to baccalaureate or university programming (an additional 141 were required to withdraw and 11 were switchers²) and 1845 graduated (leaving 1863 eligible respondents for the Early Leaver Survey – Degree Program). The total number of unique MacEwan University students who were enrolled in diploma programming in the Fall 2023 and/or Winter 2024 term was 2,296 – 857 did not return in the Fall 2024 term (an additional 16 were required to withdraw, and 3 were switchers) and 562 graduated (leaving 276 eligible respondents for the Early Leaver – Diploma Program).

² Switchers are those who didn't attend in the subsequent fall in the same program but still were at MacEwan.

DATA ANALYSIS AND PRESENTATION OF RESULTS

Frequency tables were used to determine percentages. The valid percentages (i.e., missing data excluded) are reported.

For scaled responses, results were sometimes collapsed (e.g., combining 4 and 5) and are indicated where applicable.

Percentages in figures and tables (including those in the appendices) may not total 100 due to rounding.

“IR” means “insufficient response” and denotes that less than 5 students responded to a specified question.

Results for programs with fewer than five respondents will not be presented separately, but respondents’ results from these programs will be included in summary totals for MacEwan University results.

For comparison purposes, Appendix A contains tables for continuing education experience, academic profile, satisfaction with educational experience, satisfaction with university services and resources, reasons for leaving MacEwan University, and satisfaction with the decision to leave MacEwan University, by program and the university as a whole. Scaled responses are collapsed and the categories 4 and 5 are combined to denote “satisfied.” Appendix B contains program summaries and Appendix C contains the survey instrument.

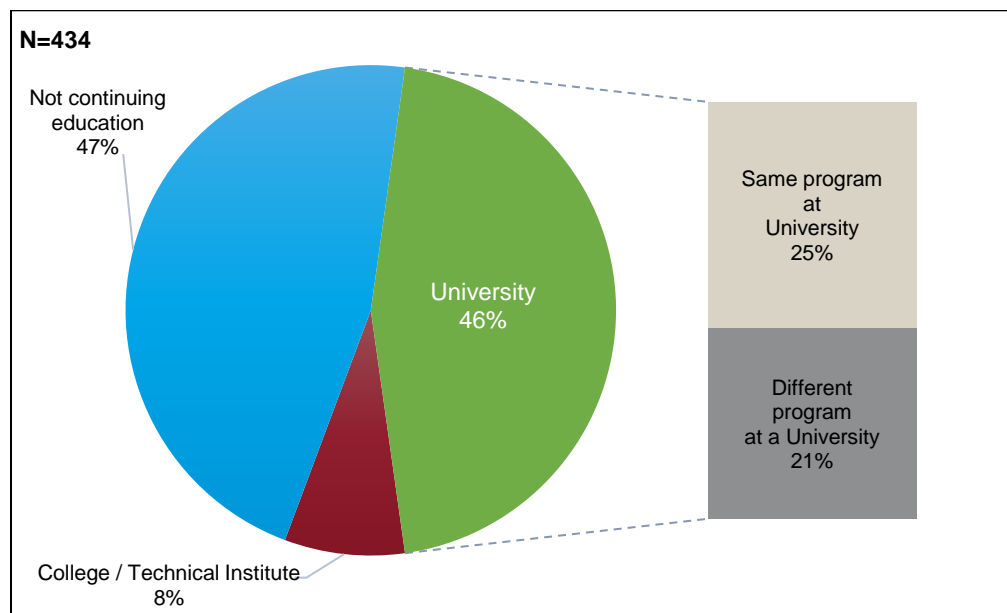
III. Current Status & Continuing Education

Some of the main objectives of the Early Leaver Survey are to ascertain the continuing education experiences of former MacEwan University students and gain insight into former students' experiences in the transfer process.

CURRENT CONTINUING EDUCATION STATUS

As Figure 1 indicates, 46% of respondents were continuing their education at a university. Another 8% of respondents were enrolled at a college or technical institute. The remaining 47% of respondents were not continuing their education at the time of the survey.

FIGURE 1. CURRENT EDUCATION STATUS



The breakdown of continuing education rates by program is provided on the following page and shows that there is wide variation in continuing education rates among programs at MacEwan University. As Figure 2 indicates, the Bachelor of Physical Education transfer (100%) and Bachelor of Science in Nursing (75%) programs have the highest university continuing education rates. Respondents from the Bachelor of Fine Arts (88%) and Bachelor of Music (83%) programs were the most likely to report that they were not continuing their education.

When analyzed according to credential type, 57% of baccalaureate and transfer program respondents were continuing their education, compared to 28% of those in diploma programs.

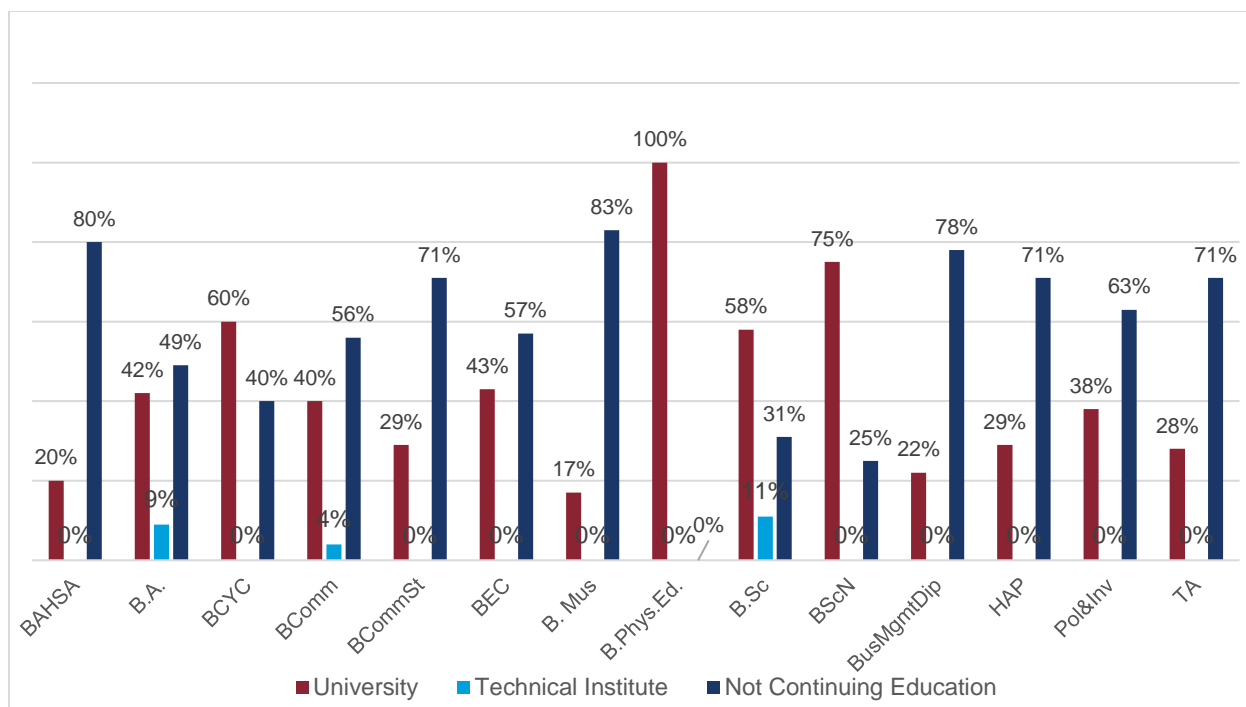


FIGURE 2. CURRENT STATUS: PROGRAM COMPARISONS

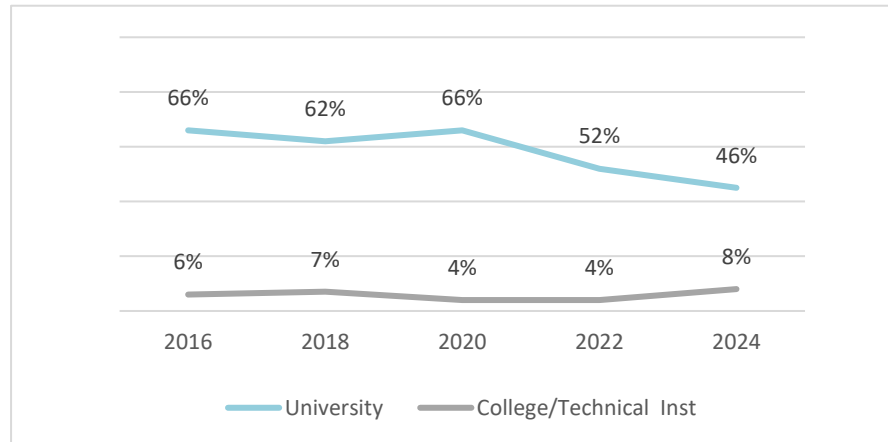
	n	University	College/ Technical Institute	Not Continuing Education
B. Applied Human Service Admin (BAHA)	5	20%	0%	80%
B. Arts	121	43%	9%	49%
BCYC	5	60%	0%	40%
B. Commerce	50	40%	4%	56%
B. Comm Studies	7	29%	0%	71%
B. Early Childhood (BEC)	7	43%	0%	57%
B. Fine Arts	8	0%	13%	88%
B. Music	6	17%	0%	83%
B. Phys. Ed.	5	100%	0%	0%
B. Science	161	58%	11%	31%
B. Science Nursing	8	76%	0%	25%
Bus Mgmt. Diploma	9	22%	0%	78%
Hearing Aid Practitioner (HAP)	7	29%	0%	71%
Police & Investigations Diploma	8	38%	0%	63%
Therapist Asst. Diploma (TA)	7	29%	0%	71%
Diploma programs (all)	46 ³	24%	4%	72%
Baccalaureate and transfer programs	388 ⁴	48%	9%	44%
MacEwan Overall	434	46%	8%	47%

³ Note: only programs with five or more respondents are presented separately; all diploma respondents are included in the diploma n.

⁴ Note: only programs with five or more respondents are presented separately; all baccalaureate respondents are included in the baccalaureate n.

Trend

FIGURE 3. CONTINUING EDUCATION AT UNIVERSITY OR COLLEGE/TECHNICAL INSTITUTE: 2016-2024



University has historically been the primary choice for MacEwan University students who choose to continue their education elsewhere. Just under half of the respondents who left MacEwan University were continuing their education at a different university.

CURRENT PROGRAM AND EDUCATIONAL INSTITUTION

As Figure 4 indicates, the majority (53%) of respondents who were continuing their education were attending the University of Alberta, representing a decrease of 15% since 2020 (see Figure 5). Ten percent of respondents reported that they were attending another university in Alberta,⁵ 7% were attending another university in Canada,⁶ 15% were attending NAIT, 9% were attending a college or technical institute in Alberta,⁷ 4% were attending a college or technical institute outside of Alberta,⁸ and 2% were attending a university outside of Canada.⁹

⁵ The percentage for respondents attending other universities in Alberta includes those attending Athabasca (n=6), University of Calgary (n=7), University of Lethbridge (n=1), Concordia University College (n=5), Burman (n=1), Mount Royal (n=1), and MacEwan (n=1).

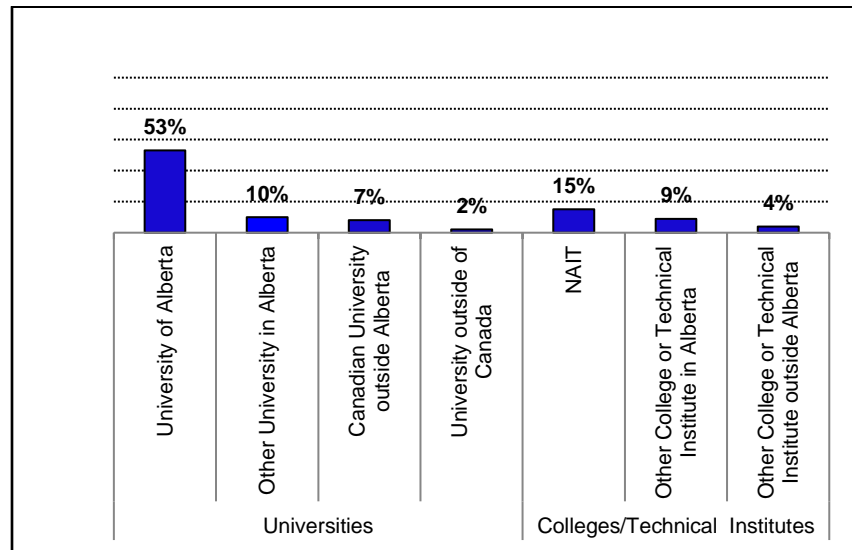
⁶ The percentage for respondents attending Canadian universities outside of Alberta includes those attending UBC (n=4), York (n=2), Carleton (n=1), Brock (n=1), Thompson Rivers (n=2), Fanshawe (n=1), Vancouver Island (n=1), Concordia Montreal (n=1), MacMaster (n=1), University of the Fraser Valley (n=1), and Dalhousie (n=1).

⁷ The percentage for respondents attending other colleges or technical institutes in Alberta includes those attending ACAD (n=1), Lakeland (n=2), Lethbridge Community College (n=1), NorQuest (n=6), Northern Lakes (n=1), Portage (n=1), Red Deer Polytechnic (n=13), SAIT (n=2), KDM (n=1), Alberta College of Registered Massage Therapists (n=1), Emergency Services Academy and Canadian Fire Rescue College (n=1), and the Alberta College of Aeronautics (n=1).

⁸ The percentage for respondents attending a college or technical institute outside of Alberta includes those attending Toronto Film School (n=1), BCIT (n=3), Camosun (n=1), Canadian National Institute of Health (n=1), Cambrian College (n=1), and the Toronto College of Dental Hygiene (n=1).

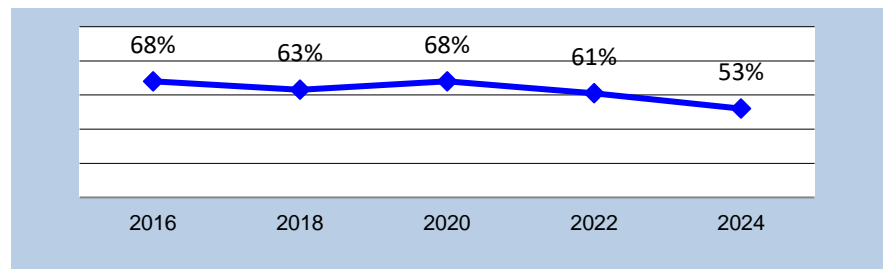
⁹ The percentage for respondents attending universities outside of Canada includes those attending the University of Medicine and Pharmacy IASI (n=1), All Saints University (n=1), GMERS Medical College India (n=1), and Kiev Academy (n=1).

FIGURE 4. INSTITUTIONS IN WHICH CONTINUING EDUCATION STUDENTS ENROLLED



Trend

FIGURE 5. RESPONDENTS CONTINUING EDUCATION AT UNIVERSITY OF ALBERTA 2016-2024

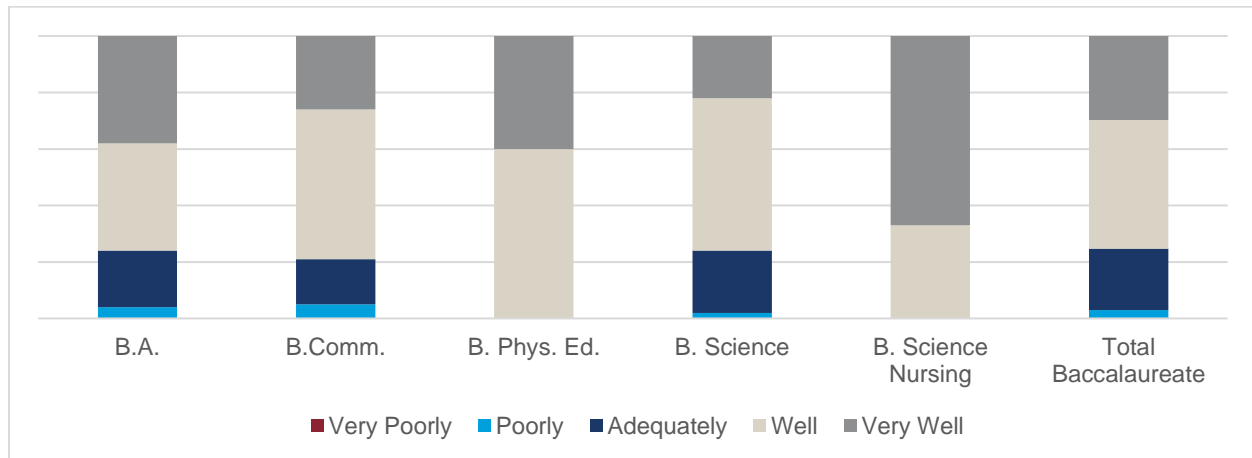


As Figure 5 shows, the percentage of respondents enrolling at the University of Alberta has decreased since 2020.

PREPARATION FOR CURRENT UNIVERSITY

Respondents who were continuing their education at a university were asked to rate how well they thought their program prepared them academically for their current university and for their current university environment.

FIGURE 6. PROGRAM PREPARED STUDENTS ACADEMICALLY FOR THEIR CURRENT UNIVERSITY

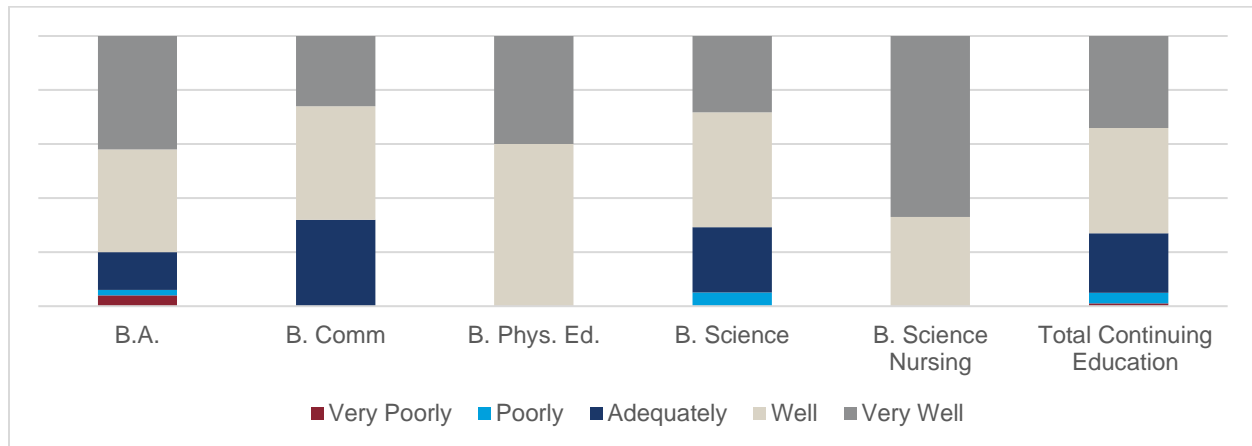


	n	Very Poorly	Poorly	Adequately	Well	Very Well
Bachelor of Arts	50	0%	4%	20%	38%	38%
Bachelor of Commerce	19	0%	5%	16%	53%	26%
Bachelor of Physical Education transfer	5	0%	0%	0%	60%	40%
Bachelor of Science	92	0%	2%	22%	54%	22%
Bachelor of Science in Nursing	6	0%	0%	0%	33%	67%
Total Continuing Education ¹⁰	193	0%	3%	22%	46%	30%

As Figures 6 and 7 indicate, overall, 76% of respondents felt academically prepared and 73% felt prepared for their new university environment. Results varied by program, with Bachelor of Science in Nursing (100%) and Bachelor of Physical Education transfer (100%) respondents feeling the most prepared academically. Bachelor of Commerce (68%) and Bachelor of Science (70%) and respondents were the least likely to indicate that they felt prepared for the university environment. Ratings among the specified programs ranged from 68% to 100%.

¹⁰ This number includes all respondents continuing their education; some of these respondents were in programs where the number of respondents was less than 5, or where the number of responses to these questions was less than 5, which denotes an insufficient response and therefore, data is not presented separately.

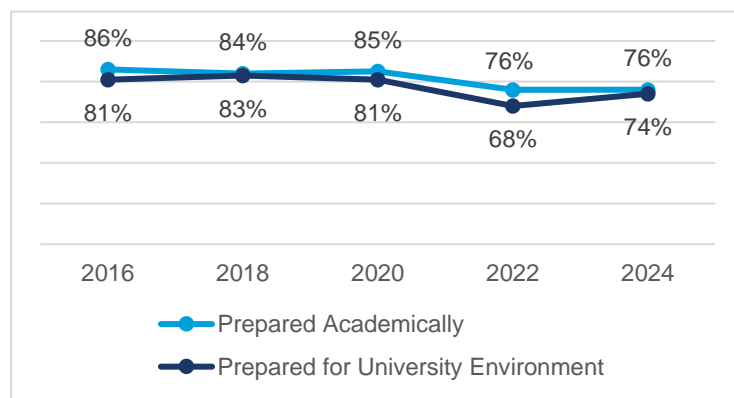
FIGURE 7. PROGRAM PREPARED STUDENTS FOR THEIR CURRENT UNIVERSITY ENVIRONMENT



	n	Very Poorly	Poorly	Adequately	Well	Very Well
Bachelor of Arts	50	4%	2%	14%	38%	42%
Bachelor of Commerce	19	0%	0%	32%	42%	26%
Bachelor of Physical Education transfer	5	0%	0%	0%	60%	40%
Bachelor of Science	92	0%	5%	24%	42%	28%
Bachelor of Science in Nursing	6	0%	0%	0%	33%	67%
Total Continuing Education	192	1%	4%	22%	39%	34%

Trend

FIGURE 8. SATISFACTION WITH PROGRAM'S ABILITY TO PREPARE STUDENTS FOR UNIVERSITY: 2016-2024

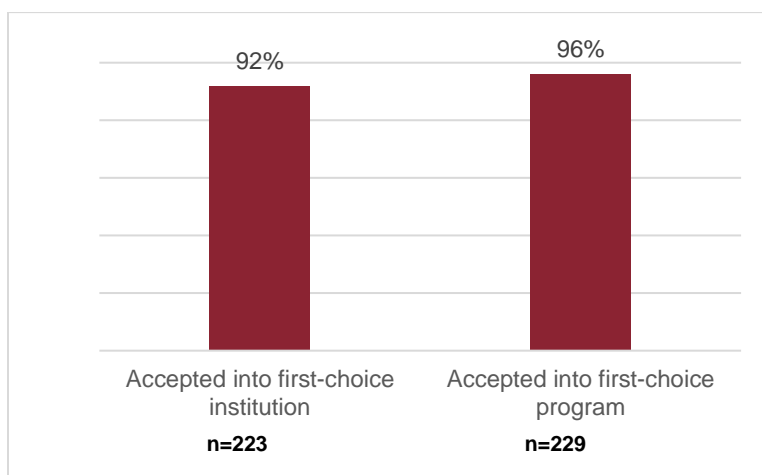


As Figure 8 indicates, the rate of satisfaction among respondents with their program's ability to prepare them academically for their current university has decreased since 2020. Satisfaction that they are prepared for their current university environment has decreased since 2020.

ACCEPTANCE INTO FIRST CHOICE INSTITUTION & PROGRAM

One factor that contributes to a successful transfer experience is the ability of students to transfer to the institutions and programs of their choice. As indicated in Figure 9, almost all continuing education respondents were accepted by the institution and program of their choice.

FIGURE 9. ACCEPTANCE INTO FIRST-CHOICE INSTITUTION AND PROGRAM



EMPLOYMENT STATUS

Almost three-quarters of respondents reported that they were employed, and 13% were unemployed and seeking employment. Of those attending university, 59% reported being employed; 13% were working full-time and 46% were employed part-time.

For respondents attending college/technical institute, 60% reported being employed, of which 37% reported working part-time. Fifty-seven percent of respondents who were not enrolled were working full-time at the time of the survey. Twelve percent of respondents who were not continuing their education reported that they were unemployed and seeking employment.

TABLE 3 – EMPLOYMENT STATUS BY ENROLMENT STATUS

Enrolment Status	Employed full-time	Employed part-time	Unemployed, seeking	Unemployed, not seeking
Enrolled in university	13%	46%	16%	26%
Enrolled in college/technical institute	23%	37%	9%	31%
Not enrolled	57%	25%	12%	6%
Total Respondents	34%	36%	13%	17%

REASONS FOR TRANSFERRING INSTEAD OF COMPLETING DEGREE AT MACEWAN UNIVERSITY

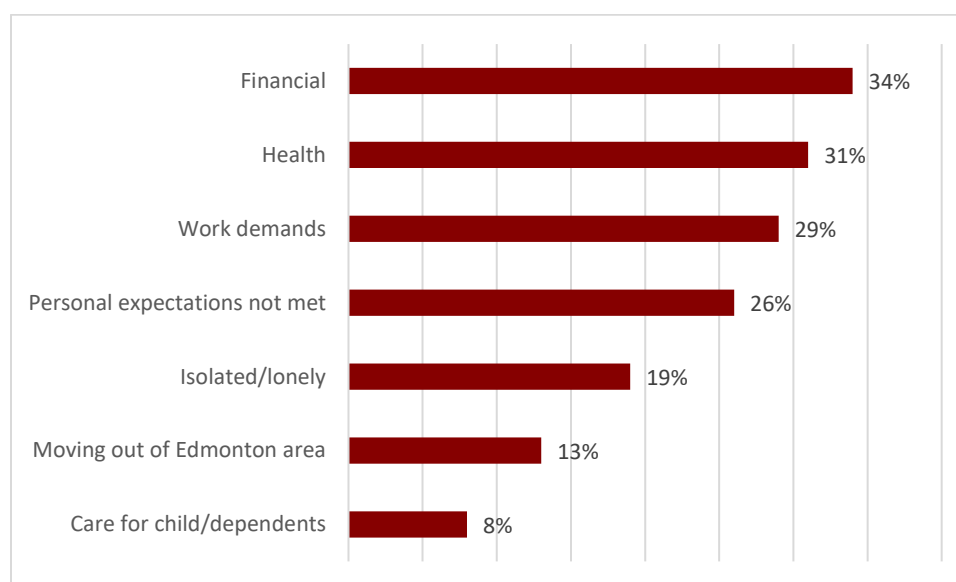
All enrolled respondents except for those in the Bachelor of Physical Education transfer program were asked to comment on why they chose to transfer instead of completing their degrees/diplomas at MacEwan University. The most common responses were that they changed career goals, interests, or plans. The next most frequently cited reason was that respondents said that the U of A provided more opportunities or that they wanted the recognition that they perceive the University of Alberta affords. Others reported that specific majors, programs, or courses were not available.

REASONS FOR NOT CURRENTLY CONTINUING EDUCATION

Respondents who did not return to MacEwan and indicated that they were not enrolled in post-secondary education (n=202; 47%) were asked to rate the significance of several specified reasons regarding their decision to not continue their education. Reasons were categorized as personal and institutional.

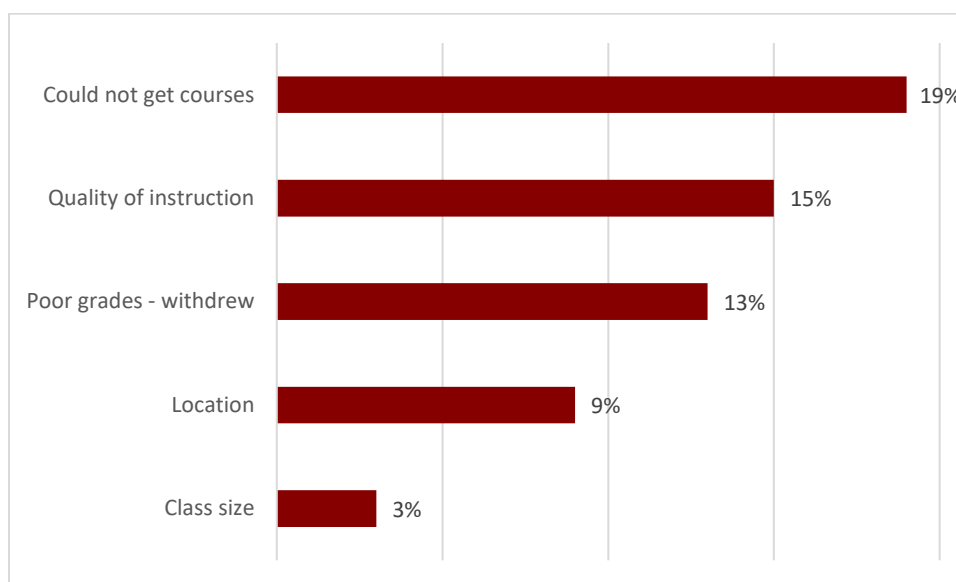
As indicated in Figure 10, *insufficient financial resources* was the most frequently cited personal reason (34%), followed by *health reasons (mental or physical)* (31%).

FIGURE 10. PERSONAL REASONS FOR NOT CONTINUING EDUCATION



Of the specified institutional reasons for not continuing education, the most frequent reason was *could not get the courses I wanted* (19%) followed by *quality of instruction* (15%).

FIGURE 11. INSTITUTIONAL REASONS FOR NOT CONTINUING EDUCATION



All respondents were asked to comment on what was their primary reason for leaving MacEwan University. Common themes emerged from the verbatim comments and are presented in order of frequency.¹¹

As indicated in Table 4, the primary reason for not continuing at MacEwan was that respondents' *programs or courses or majors were not available* (28%), followed by a *change in goals/plans* (20%).

When analyzed according to enrolment status, respondents who were currently enrolled in a post-secondary institution most frequently indicated that their primary reason for not continuing at MacEwan University was that their *program or courses or majors were not available* at MacEwan (43%). Among respondents who were currently not enrolled, they most frequently indicated that they did not continue at MacEwan due to *family commitments/personal reasons* (28%), or they had *changed goals/plans* (25%).

When analyzed according to credential type, among respondents who were in a baccalaureate or transfer program, 29% indicated that their primary reason for not continuing at MacEwan University was that their *programs or courses or majors were not available* (29%), followed by *changed goals/plans* (19%) and *finance/money/tuition too high* (11%). Among respondents who were in a diploma program at MacEwan University, the primary reason for leaving MacEwan was that they had *changed goals/plans* (34%), followed by *family commitments/personal reasons* (20%) and *programs or courses or majors were not available* (20%).

¹¹ Several respondents provided more than one response; therefore, the percentage of total responses is greater than 100%.

TABLE 4 – PRIMARY REASON FOR NOT CONTINUING AT MACEWAN UNIVERSITY

	Overall		Enrolled		Not enrolled		Degree / Transfer Program		Diploma Program	
Primary Reason	n	%	n	%	n	%	n	%	n	%
Program/courses/majors not available	99	28%	83	43%	16	10%	92	29%	7	20%
Changed goals/plans	71	20%	31	16%	40	25%	59	19%	12	34%
Financial/money/tuition	41	12%	7	4%	34	22%	35	11%	6	17%
Length of program	6	2%	5	3%	1	1%	6	2%	0	0%
Status/recognition of the U of A	33	9%	30	15%	3	2%	33	10%	0	0%
Convenience	11	3%	9	5%	2	1%	11	3%	0	0%
Family commitments/personal reasons	50	14%	6	3%	44	28%	43	14%	7	20%
Work demands	8	2%	1	1%	7	4%	6	2%	2	6%
Misinformation/not clear what steps to take/bad experience	7	2%	4	2%	3	2%	6	2%	1	3%
Instructors/quality of education	13	4%	4	2%	9	6%	12	4%	1	3%
Did not enjoy being at MacEwan/lack of support	16	5%	9	5%	7	4%	16	5%	0	0%
Degree/diploma not useful	13	4%	7	4%	6	4%	13	4%	0	0%
Intended to transfer	4	1%	3	2%	1	1%	3	1%	1	3%
Cannot attend in person classes	3	1%	2	1%	1	1%	3	1%	0	0%
Grades/not doing well	3	1%	2	1%	1	1%	3	1%	0	0%
Total Respondents¹²	351	-	194	-	157	-	316	-	35	-

¹² Note: These numbers do not include respondents who preferred not to answer or said, "no reason" or "don't know."

SATISFACTION WITH DECISION TO LEAVE MACEWAN

Respondents were also asked to indicate how satisfied they were with their decision to leave MacEwan. Overall, 75% of respondents said they were satisfied with their decision to leave MacEwan University, as indicated in Table 5. While 11% were not satisfied, 14% were unsure (respondents were also asked to comment on their satisfaction (responses are provided to faculty/school deans).

When analyzed according to program, respondents in the Hearing Aid Practitioner (100%) and Bachelor of Science in Nursing program (88%) were the most satisfied with their decision to leave MacEwan, and Bachelor of Phys. Ed. respondents were the least satisfied with their decision to leave (40%).

TABLE 5 – SATISFACTION WITH DECISION TO LEAVE MACEWAN BY PROGRAM

Program	n	Yes	No	Unsure
Bachelor of Applied Human Services Administration	5	80%	20%	0%
Bachelor of Arts	121	69%	13%	17%
Bachelor of Child and Youth Care	5	60%	20%	20%
Bachelor of Commerce	50	80%	8%	12%
Bachelor of Communication Studies	7	71%	14%	14%
Bachelor of Early Childhood Ed	7	71%	29%	0%
Bachelor of Fine Arts	8	63%	13%	25%
Bachelor of Music	6	83%	0%	17%
Bachelor of Phys. Ed.	5	40%	40%	20%
Bachelor of Science	161	78%	10%	12%
Bachelor of Science in Nursing	8	88%	0%	13%
Business Management Diploma	9	67%	33%	0%
Hearing Aid Practitioner	7	100%	0%	0%
Police & Investigations	8	75%	13%	13%
Therapist Assistant	7	86%	0%	14%
Total Respondents	434¹³	75%	11%	14%

When analyzed according to enrolment status, 85% of respondents who are currently enrolled were satisfied with their decision to leave MacEwan, compared to 63% of respondents who are not currently enrolled (see Table 6).

When analyzed according to credential type, as indicated in Table 6, 75% of respondents who were enrolled in baccalaureate or transfer programs while at MacEwan were satisfied with their decision to leave MacEwan, compared to 78% of respondents who were enrolled in diploma programs at MacEwan.

¹³ Note: This number includes all survey respondents; as noted earlier, there were several programs in which the number of respondents was less than five (please see Tables 1 and 2), and for these programs, no separate analyses were conducted.

TABLE 6 – SATISFACTION WITH DECISION TO LEAVE MACEWAN BY ENROLMENT STATUS AND CREDENTIAL TYPE

Enrolment Status/Credential Type	n	Yes	No	Unsure
Currently enrolled	232	85%	7%	9%
Not currently enrolled	202	63%	17%	20%
Enrolled in baccalaureate or transfer program while at MacEwan	388	75%	11%	14%
Enrolled in diploma program while at MacEwan	46	78%	11%	11%
Total Respondents	434	75%	11%	14%

IV. Academic Profile at MacEwan University

The Early Leaver Survey collects information on respondents' academic activities while at MacEwan University, including course load, year of study completed, and academic advising.

COURSE LOAD AND YEAR OF STUDY

As indicated below, 57% of respondents had a full-time academic load at MacEwan University (completed 9 or more credits), 25% had a part-time academic load (completed 1-8 credits), and 18% had no academic load (zero credits, withdrew from all courses at some point during the semester). Seventy-six percent of respondents completed up to two years of study at MacEwan University.

FIGURE 12. COURSE LOAD AT MACEWAN UNIVERSITY

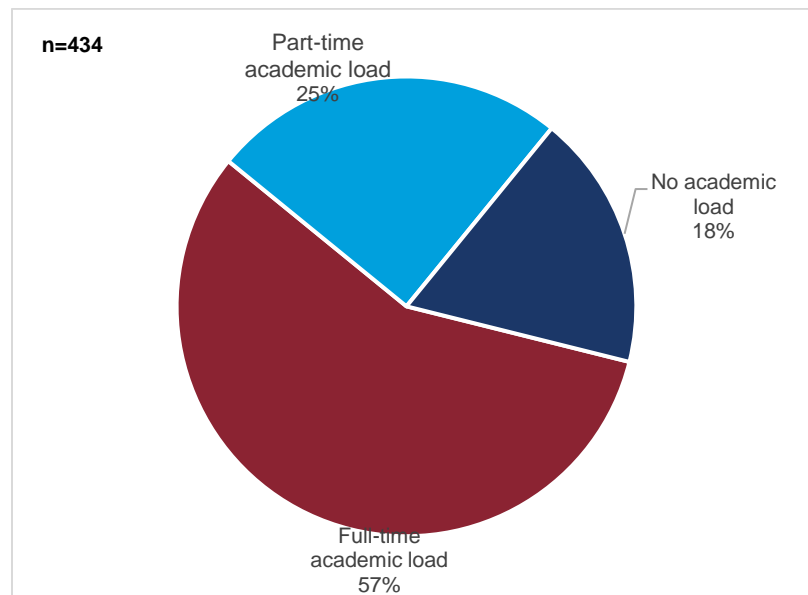
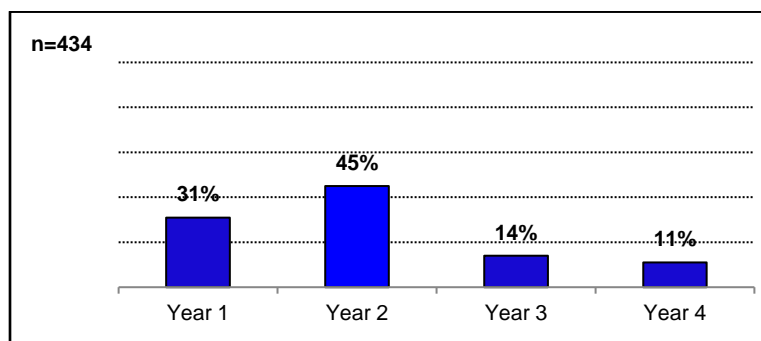


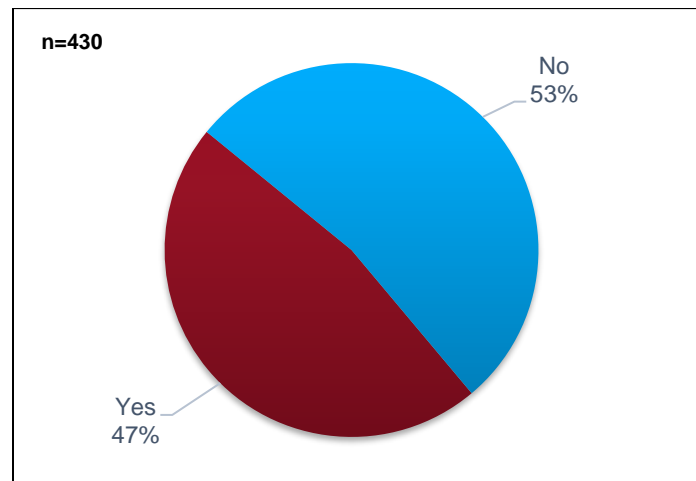
FIGURE 13. YEAR OF STUDY COMPLETED AT MACEWAN UNIVERSITY



ACADEMIC ADVISING

Almost half (47%) of respondents sought academic advice from an academic advisor while at MacEwan University, as Figure 14 indicates. Of those who sought advice, 55% were satisfied or very satisfied (please see Table 7), 23% were in the middle, and 22% were dissatisfied or very dissatisfied with the advice they received. Respondents who were dissatisfied cited the following reasons: they felt that the counselors were rude or uncaring and wanted a more caring/positive/friendly approach; they received the wrong advice or misinformation; they experienced a lack of support or guidance from counselors.

FIGURE 14. SOUGHT ADVICE FROM AN ACADEMIC ADVISOR



There were also differences by program in the percentage of respondents seeking advice and satisfaction with the advice received. As Table 7 indicates, respondents from the Bachelor of Physical Education transfer (100%), Bachelor of Early Childhood Education (71%), and Hearing Aid Practitioner programs (71%) were the most likely to seek advice from an academic advisor (but due to the low number of respondents within these programs, their results should be interpreted with caution). Respondents from the Bachelor of Applied Human Service Administration (20%) and Bachelor of Communication Studies (29%) programs were least likely to seek advice from an academic advisor. Bachelor of Early Childhood Education respondents who did seek advice were the least likely to be satisfied with the advice they received (0%), while respondents from the Police & Investigations (100%) and Bachelor of Commerce (67%) programs were the most satisfied with the advice they received.

TABLE 7 – SATISFACTION WITH ACADEMIC ADVICE BY PROGRAM

Program	Sought advice from an academic advisor	Satisfied with advice received
Bachelor of Applied Human Service Administration	20%	IR
Bachelor of Arts	42%	51%
Bachelor of Child & Youth Care	40%	IR
Bachelor of Commerce	50%	67%
Bachelor of Communication Studies	29%	IR
Bachelor of Early Childhood Education	71%	0%
Bachelor of Fine Arts	63%	40%
Bachelor of Music	67%	IR
Bachelor of Physical Education transfer	100%	60%
Bachelor of Science	45%	51%
Bachelor of Science in Nursing	50%	IR
Business Management Diploma	44%	IR
Hearing Aid Practitioner	71%	60%
Police & Investigations Diploma	63%	100%
Therapist Assistant Diploma	50%	IR
Total Respondents	47%	55%

Note: IR denotes “insufficient response” and means that less than 5 participants responded.

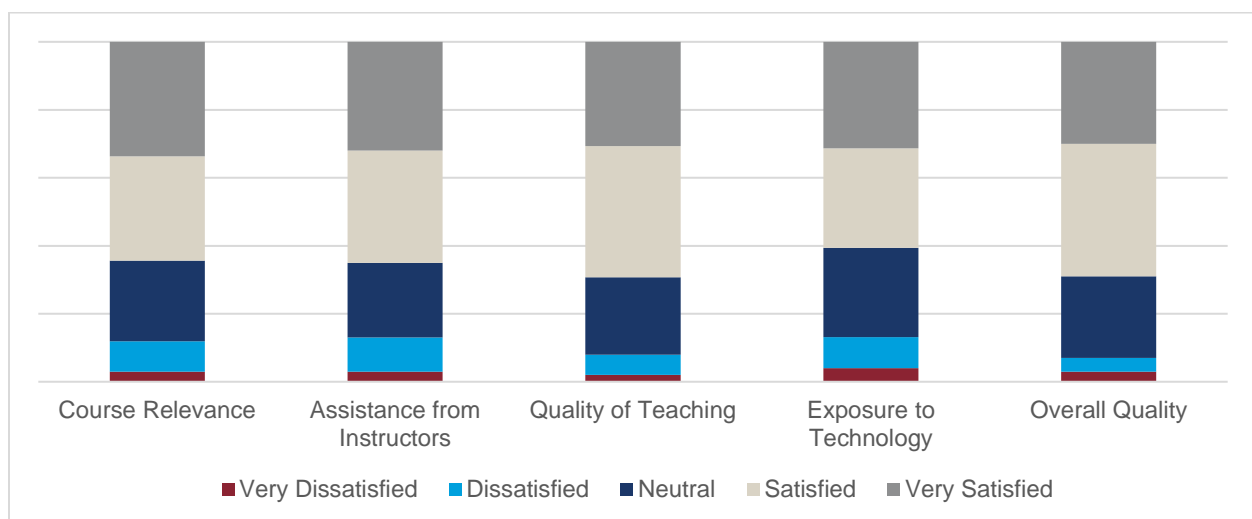
V. Student Satisfaction

The Early Leaver Survey measures respondents' satisfaction with various components of their educational experience at MacEwan University.

SATISFACTION WITH EDUCATIONAL EXPERIENCE

Respondents' satisfaction with various components of their educational experience is fairly high (but has decreased since 2020). Satisfaction with the *quality of teaching* was the highest rated component (70%) while *exposure to technology* was the lowest rated component (60% reported satisfaction).

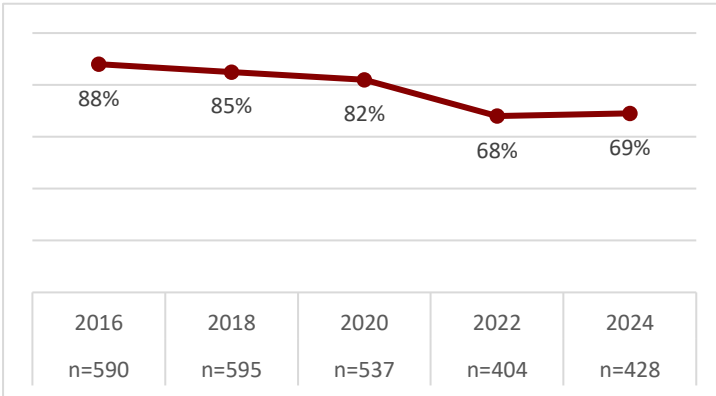
FIGURE 15. SATISFACTION WITH EDUCATIONAL EXPERIENCE



	n	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Course Relevance	430	3%	9%	24%	31%	34%
Assistance from Instructors	420	3%	10%	22%	33%	32%
Quality of Teaching	428	2%	6%	23%	39%	31%
Exposure to Technology	411	4%	9%	26%	29%	31%
Overall Quality	428	3%	4%	24%	39%	30%

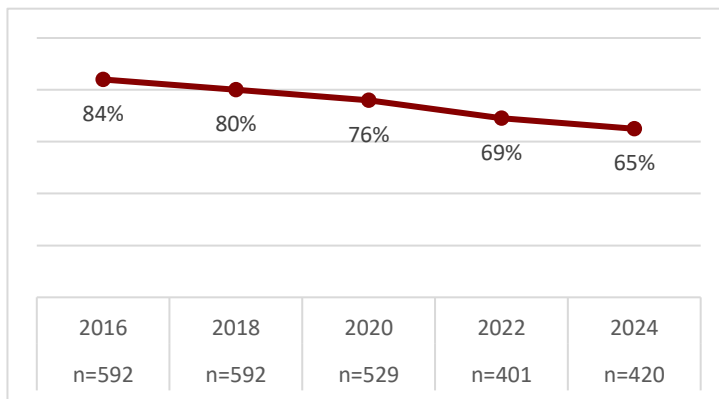
Trend

FIGURE 16. SATISFACTION WITH OVERALL QUALITY OF EDUCATIONAL EXPERIENCE: 2016-2024



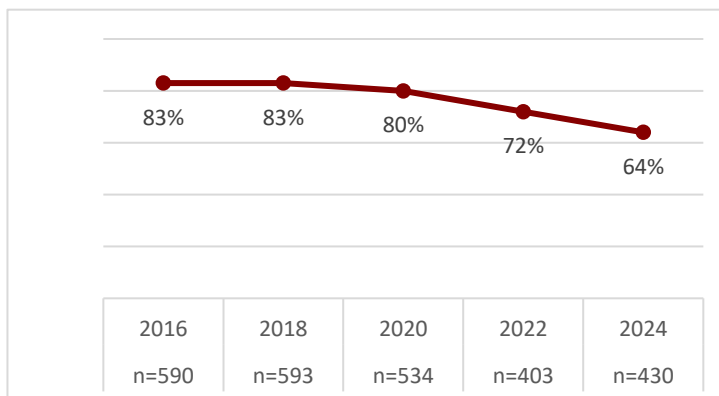
Satisfaction regarding the overall quality of educational experience has sharply decreased since 2020.

FIGURE 17. SATISFACTION WITH INDIVIDUAL ASSISTANCE FROM INSTRUCTORS: 2016-2024



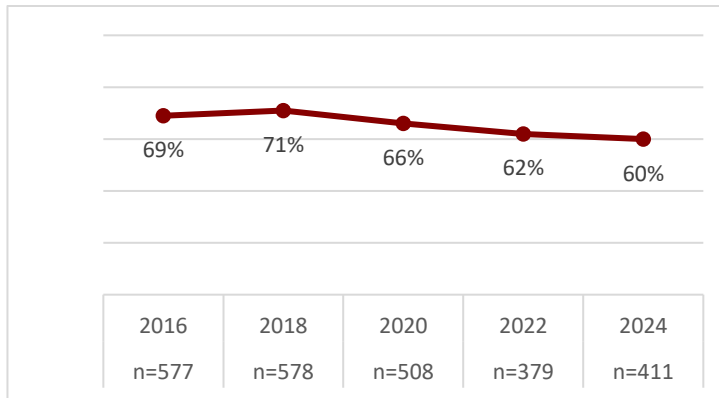
Satisfaction with the individual assistance received from instructors has decreased since 2016.

FIGURE 18. SATISFACTION WITH RELEVANCE OF COURSES: 2016-2024



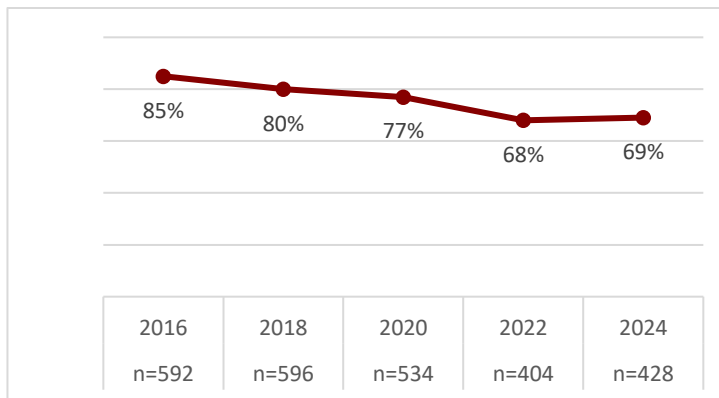
As Figure 18 indicates, satisfaction with the relevance of courses has decreased since 2020.

FIGURE 19. EXPOSURE TO TECHNOLOGY: 2016-2024



Respondents' satisfaction with their exposure to technology has decreased since 2018.

FIGURE 20. QUALITY OF TEACHING: 2016-2024

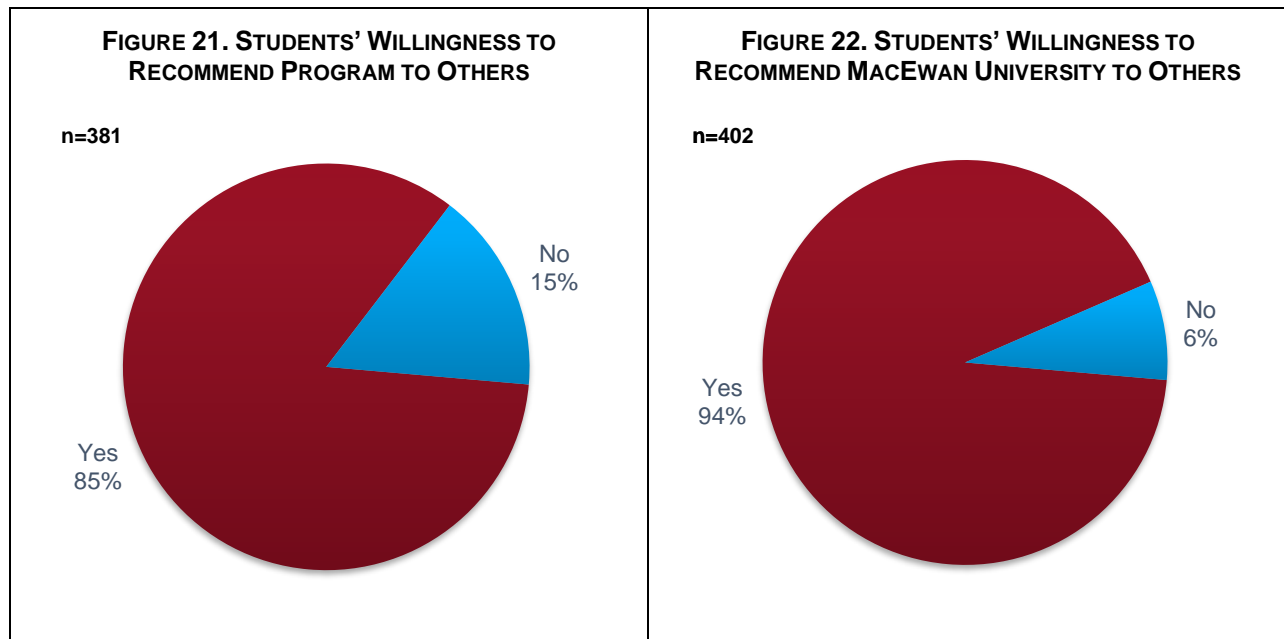


Satisfaction with the quality of teaching has decreased over the years, as Figure 20 indicates.

WILLINGNESS TO RECOMMEND PROGRAM & MACEWAN UNIVERSITY

As shown in Figures 21 and 22, 85% of all respondents would recommend their programs and 94% would recommend MacEwan University to others.

Respondents who would not recommend their programs or MacEwan University were asked to provide reasons. They typically noted that they would not recommend the program or MacEwan because they believed their education to be not useful or relevant, they believe they have limited opportunities for employment, or they did not enjoy their experience.



APPENDIX A: PROGRAM COMPARISONS

Continuing Education Experience						
	n*	University transfer rate	Academically prepared for university†	Prepared for the university environment†	Accepted by institution of first choice	Accepted by program of first choice
Bachelor of Applied Human Service Admin	5	20%	IR	IR	IR	IR
Bachelor of Arts	121	43%	76%	80%	93%	97%
Bachelor of Child and Youth Care	5	60%	IR	IR	IR	IR
Bachelor of Commerce	50	40%	79%	68%	95%	100%
Bachelor of Communication Studies	7	28%	IR	IR	IR	IR
Bachelor of Early Childhood Education	7	43%	IR	IR	IR	IR
Bachelor of Fine Arts	8	0%	IR	IR	IR	IR
Bachelor of Music	6	17%	IR	IR	IR	IR
Bachelor of Physical Education transfer	5	100%	100%	100%	100%	80%
Bachelor of Science	161	58%	76%	70%	88%	95%
Bachelor of Science in Nursing	8	76%	100%	100%	100%	100%
Business Management Diploma	9	22%	IR	IR	IR	IR
Hearing Aid Practitioner	7	29%	IR	IR	IR	IR
Police and Investigations Diploma	8	38%	IR	IR	IR	IR
Therapist Assistant Diploma	7	29%	IR	IR	IR	IR
Total Respondents	434	46%	76%	74%	92%	96%

*Note: n refers to the number who participated in the Early Leaver Survey, not the number who answered each question.

Note: IR=Insufficient Response. To maintain confidentiality, results are not provided when there were less than five respondents.

† Asked of respondents who transferred to a university.

	Academic Profile					
	n*	Full-time academic load	Part-time academic load	N academic load	Sought advice from an academic advisor	Satisfied with advice received
Bachelor of Applied Human Service Administration	5	20%	20%	60%	20%	IR
Bachelor of Arts	121	55%	31%	15%	42%	51%
Bachelor of Child and Youth Care	5	80%	20%	0%	40%	IR
Bachelor of Commerce	50	52%	16%	32%	50%	67%
Bachelor of Communication Studies	7	43%	29%	29%	29%	IR
Bachelor of Early Childhood Education	7	29%	71%	0%	71%	0%
Bachelor of Fine Arts	8	38%	38%	25%	63%	40%
Bachelor of Music	6	17%	50%	33%	67%	IR
Bachelor of Physical Education transfer	5	100%	0%	0%	100%	60%
Bachelor of Science	161	67%	20%	12%	45%	51%
Bachelor of Science in Nursing	8	88%	0%	13%	50%	IR%
Business Management Diploma	9	33%	44%	22%	44%	IR
Hearing Aid Practitioner	7	29%	29%	43%	71%	60%
Police and Investigations Diploma	8	63%	13%	25%	63%	100%
Therapist Assistant Diploma	7	38%	38%	25%	50%	IR
Total Respondents	434	57%	25%	18%	47%	55%

*Note: n refers to the number who participated in the Early Leaver Survey, not the number who answered each question.

Note: IR=Insufficient Response. To maintain confidentiality, results are not provided when there were less than five respondents.

Satisfaction with Educational Experience								
	n*	Satisfied with relevance of courses	Satisfied with assistance from instructors	Satisfied with quality of teaching	Satisfied with exposure to technology	Satisfied with overall quality of educational experience	Would recommend program	Would recommend MacEwan
Bachelor of Applied Human Service Administration	5	60%	20%	40%	IR	40%	80%	100%
Bachelor of Arts	121	64%	61%	74%	58%	68%	87%	93%
Bachelor of Child and Youth Care	5	80%	80%	100%	100%	100%	IR	100%
Bachelor of Commerce	50	54%	65%	50%	58%	56%	87%	92%
Bachelor of Communication Studies	7	57%	33%	67%	IR	67%	71%	100%
Bachelor of Early Childhood Education	7	43%	43%	57%	34%	43%	40%	86%
Bachelor of Fine Arts	8	57%	63%	63%	50%	63%	71%	86%
Bachelor of Music	6	50%	50%	34%	84%	34%	IR	IR
Bachelor of Physical Education transfer	5	60%	100%	100%	80%	100%	100%	100%
Bachelor of Science	161	68%	70%	74%	63%	76%	89%	95%
Bachelor of Science in Nursing	8	76%	51%	75%	63%	75%	88%	88%
Business Management Diploma	9	76%	51%	38%	76%	88%	89%	100%
Hearing Aid Practitioner	7	58%	58%	57%	17%	57%	33%	80%
Police and Investigations Diploma	8	100%	88%	100%	76%	100%	86%	100%
Therapist Assistant Diploma	7	43%	86%	57%	17%	28%	57%	IR%
Total Respondents	434	65%	65%	70%	60%	69%	85%	94%

*Note: n refers to the number who participated in the Early Leaver Survey, not the number who answered each question.

Note: IR=Insufficient Response. To maintain confidentiality, results are not provided when there were less than five respondents.

Reasons for Leaving MacEwan University (respondents not continuing their education) ¹⁴													
	n*	Health	Financial	Work demands	Isolated /lonely	Personal expectations	Moving	Care for dependents	Quality of instruction	Could not get courses	Location	Poor grades/withdrew	Class size
Bachelor of Applied Human Service Administration	5	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR
Bachelor of Arts	121	36%	35%	28%	15%	29%	14%	5%	10%	15%	7%	16%	3%
Bachelor of Child and Youth Care	5	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR
Bachelor of Commerce	50	30%	26%	41%	22%	30%	15%	11%	19%	22%	11%	11%	4%
Bachelor of Communication Studies	7	40%	40%	0%	20%	20%	0%	0%	20%	0%	0%	20%	20%
Bachelor of Early Childhood Education	7	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR
Bachelor of Fine Arts	8	29%	72%	29%	43%	14%	29%	0%	0%	14%	43%	14%	0%
Bachelor of Music	6	20%	80%	20%	IR	IR	0%	0%	80%	20%	0%	20%	0%
Bachelor of Physical Education transfer	5	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Bachelor of Science	161	31%	28%	20%	20%	27%	12%	4%	10%	29%	2%	13%	2%
Bachelor of Science in Nursing	8	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR
Business Management Diploma	9	29%	29%	57%	14%	14%	29%	0%	0%	14%	43%	14%	17%
Hearing Aid Practitioner	7	40%	40%	20%	0%	20%	20%	20%	20%	20%	20%	0%	0%
Police and Investigations Diploma	8	20%	60%	100%	20%	20%	0%	0%	20%	20%	20%	0%	0%
Therapist Assistant Diploma	7	40%	40%	60%	20%	40%	20%	20%	40%	20%	20%	20%	0%
Total Respondents	434	31%	34%	29%	19%	26%	13%	8%	15%	19%	9%	13%	3%

*Note: n refers to the number of respondents who are not continuing their education, not the number who answered each question.

¹⁴ Only programs for which 2 pages were created are included (i.e., these programs had 5 or more survey respondents).

Primary Reason for leaving MacEwan University (all respondents) ¹⁵										
	n*	Program / courses / major not available	Changed goals / plans	Convenienc e	Finance / tuition	U of A status / recognition/ friends	Family commitments/P ersonal reasons	Instructors/qu ality of education	Misinformation/ not clear what steps to take/bad experience	Work demands
Bachelor of Applied Human Service Administration	5	IR	IR	IR	IR	IR	IR	IR	IR	IR
Bachelor of Arts	121	27%	18%	2%	17%	6%	15%	3%	3%	0%
Bachelor of Child and Youth Care	5	IR	IR	IR	IR	IR	IR	IR	IR	IR
Bachelor of Commerce	50	18%	32%	9%	5%	9%	16%	5%	-	5%
Bachelor of Communication Studies	7	-	20%	-	20%	-	60%	-	-	-
Bachelor of Early Childhood Education	7	IR	IR	IR	IR	IR	IR	IR	IR	IR
Bachelor of Fine Arts	8	-	29%	-	14%	-	14%	-	-	-
Bachelor of Music	6	17%	17%	-	33%	-	-	33%	-	-
Bachelor of Physical Education transfer	5	-	-	-	-	80%	-	-	-	-
Bachelor of Science	161	43%	15%	4%	6%	15%	8%	4%	2%	2%
Bachelor of Science in Nursing	8	20%	-	-	-	-	40%	-	-	-
Business Management Diploma	9	14%	14%	-	14%	-	43%	-	-	14%
Hearing Aid Practitioner	7	17%	17%	-	-	-	33%	17%	17%	-
Police and Investigations Diploma	8	14%	29%	-	29%	-	14%	-	-	14%
Therapist Assistant Diploma	7	40%	60%	-	20%	-	-	-	-	-
Total Respondents	434	28%	20%	3%	12%	9%	14%	4%	2%	2%

Table continues on next page. ➤

*Note: n refers to the number who participated in the Early Leaver Survey, not the number who answered each question.

¹⁵ Note: These numbers do not include respondents who preferred not to answer or responded, "no reason" or "don't know."

	n*	Time involved/length of program	Cannot attend in person classes	Did not enjoy MacEwan/lack of support	Grades/not doing well	Intended to transfer	Degree/diploma not useful
Bachelor of Applied Human Service Administration	5	IR	IR	IR	IR	IR	IR
Bachelor of Arts	121	3%	1%	8%	-	2%	-
Bachelor of Child and Youth Care	5	IR	IR	IR	IR	IR	IR
Bachelor of Commerce	50	-	2%	2%	-	2%	-
Bachelor of Communication Studies	7	-	-	-	-	-	-
Bachelor of Early Childhood Education	7	IR	IR	IR	IR	IR	IR
Bachelor of Fine Arts	8	-	-	57%	-	-	14%
Bachelor of Music	6	-	-	-	-	-	33%
Bachelor of Physical Education transfer	5	-	-	20%	-	-	-
Bachelor of Science	161	-	1%	1%	2%	-	4%
Bachelor of Science in Nursing	8	60%	-	-	-	-	-
Business Management Diploma	9	-	-	-	-	-	-
Hearing Aid Practitioner	7	-	-	-	-	-	-
Police and Investigations Diploma	8	-	-	-	-	14%	-
Therapist Assistant Diploma	7	-	-	-	-	-	-
Total Respondents	434	2%	1%	5%	1%	1%	4%

*Note: n refers to the number who participated in the Early Leaver Survey, not the number who answered each question.

Satisfaction with decision to leave MacEwan University				
	n*	Yes	No	Unsure
Bachelor of Applied Human Service Administration	5	80%	20%	0%
Bachelor of Arts	121	69%	13%	17%
Bachelor of Child and Youth Care	5	60%	20%	20%
Bachelor of Commerce	50	80%	8%	12%
Bachelor of Communication Studies	7	71%	14%	14%
Bachelor of Early Childhood Education	7	71%	29%	0%
Bachelor of Fine Arts	8	63%	13%	25%
Bachelor of Music	6	83%	0%	17%
Bachelor of Physical Education transfer	5	40%	40%	20%
Bachelor of Science	161	78%	10%	12%
Bachelor of Science in Nursing	8	88%	0%	13%
Business Management Diploma	9	67%	33%	0%
Hearing Aid Practitioner	7	100%	0%	0%
Police and Investigations Diploma	8	75%	13%	13%
Therapist Assistant Diploma	7	86%	0%	14%
Total Respondents	434	75%	11%	14%

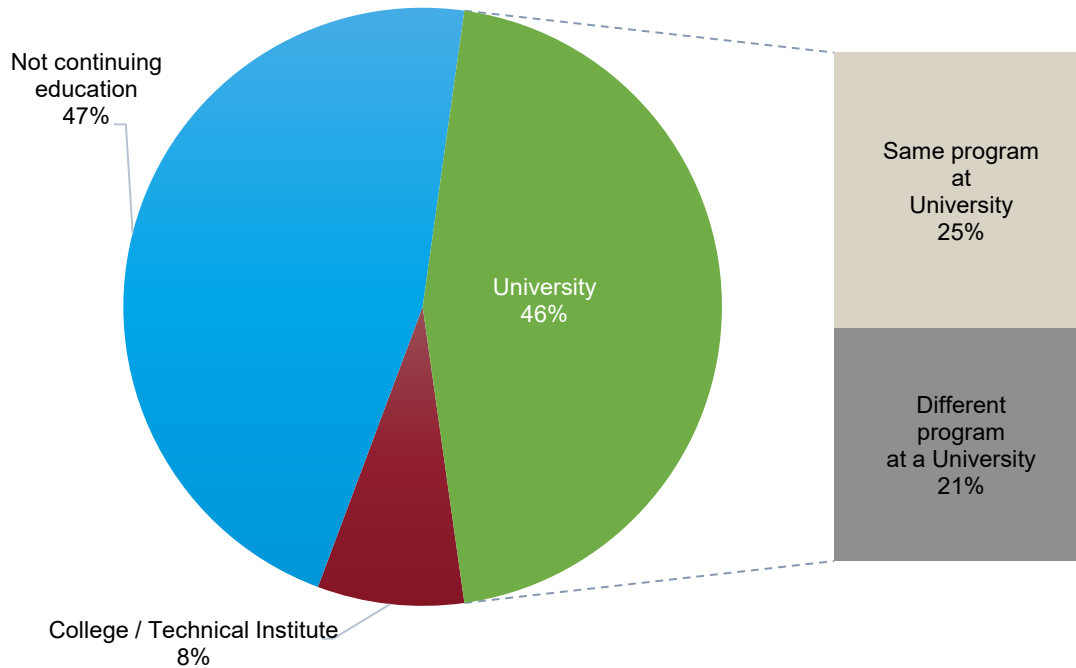
*Note: n refers to the number who participated in the Early Leaver Survey, not the number who answered each question.

APPENDIX B: PROGRAM SUMMARIES

MacEwan University Overall

Number of Respondents: 434
University Transfer Rate: 46%
Percentage Overall Continuing Their Education: 54%
Percentage Satisfied with Overall Quality: 69%

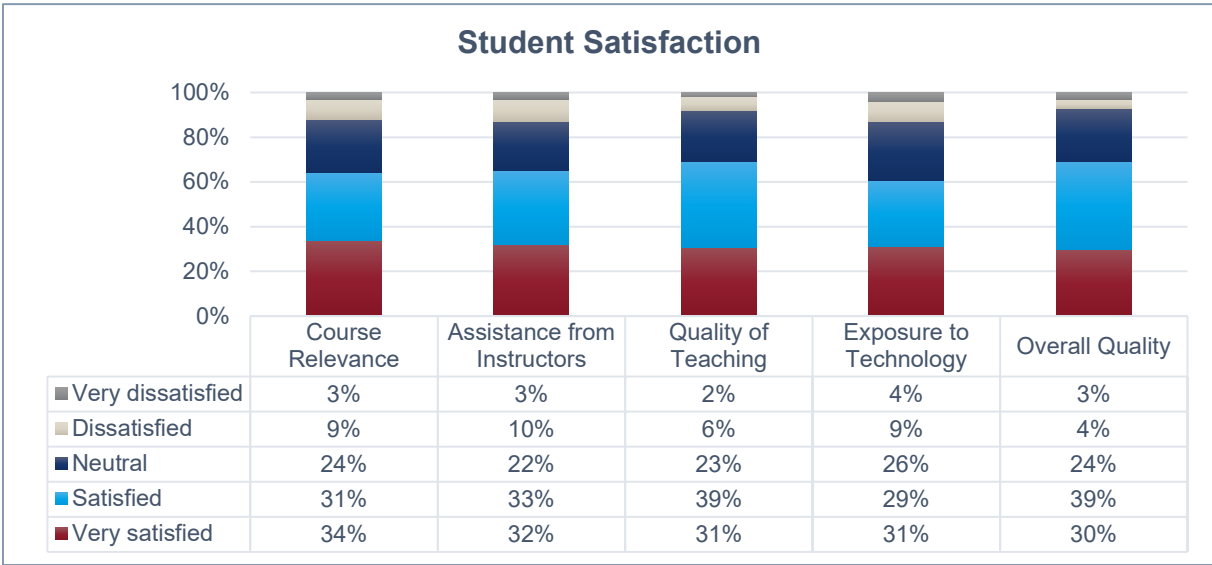
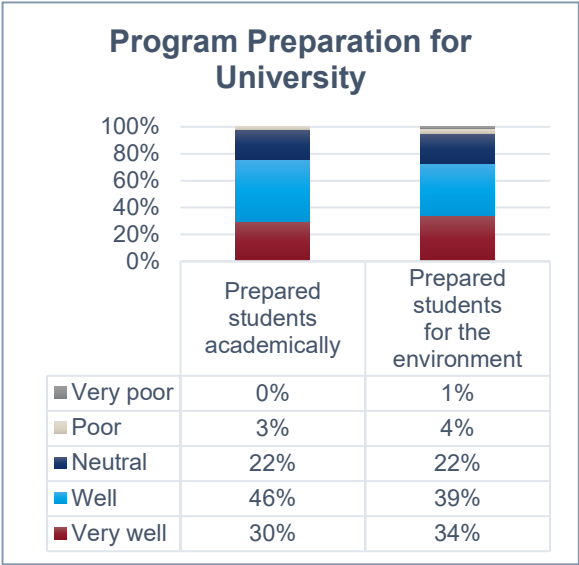
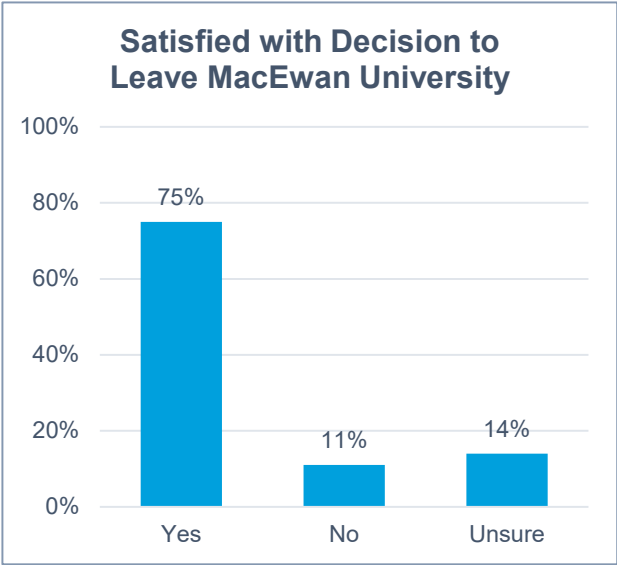
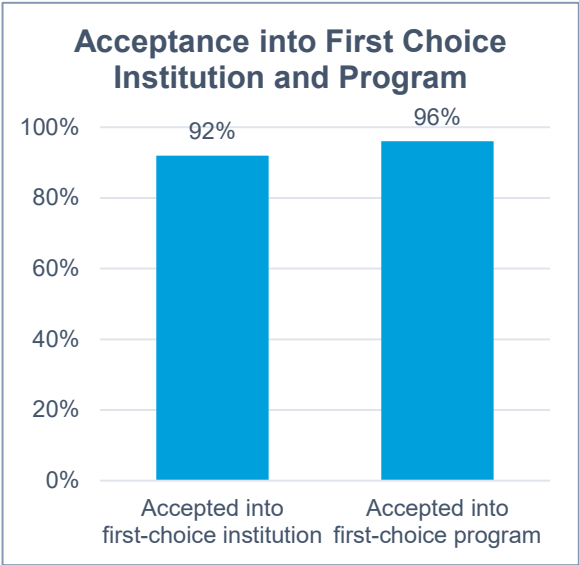
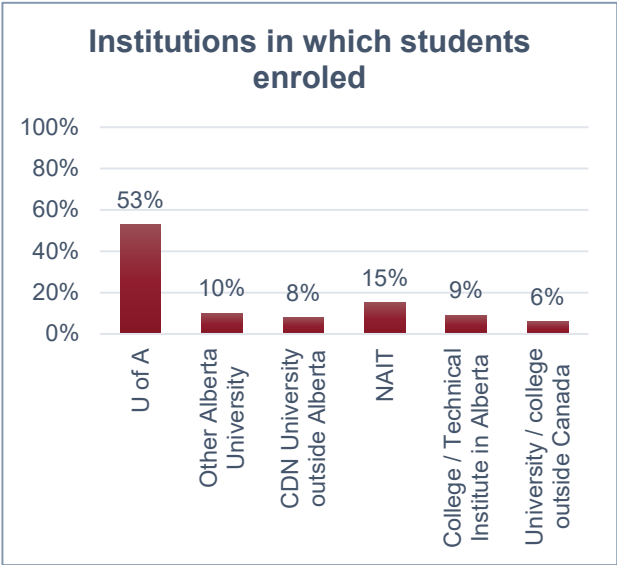
Overall Results



Top Three Reasons for Leaving

Student Satisfaction				
Satisfied with quality of teaching in the program	70%	Program / courses / majors not available 28%	Changed goals / plans 20%	Family commitments / personal reasons 14%
Satisfied with individual assistance provided by instructors	65%			
Would recommend MacEwan University to others	94%			

Comparison of Early Leaver Students	2018	2020	2022	2024
Percentage who continued education in the same program at university	44%	43%	26%	25%
Percentage who continued education in a different program at university	18%	23%	26%	21%
Percentage who continued education at a college or technical institute	14%	11%	4%	8%
How well did the program academically prepare you for the university environment	84%	85%	76%	76%
How well did the program prepare you for the university environment	83%	81%	68%	73%
Percentage satisfied with quality of education experience	85%	82%	68%	69%
Attended MacEwan University full-time all terms	72%	74%	64%	57%
Completed two or more years of study at MacEwan University*	48%	46%	40%	45%



Bachelor of Arts

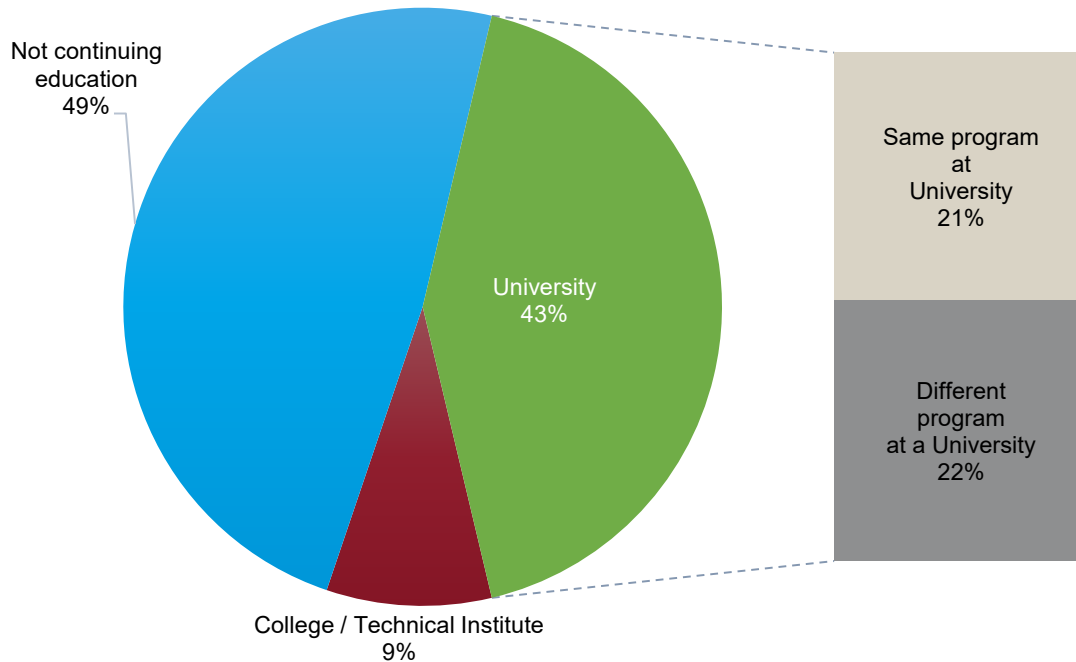
Number of Respondents: 121

University Transfer Rate: 43%

Percentage Overall Continuing Their Education: 52%

Percentage Satisfied with Overall Quality: 68%

Overall Results



Top Three Reasons for Leaving

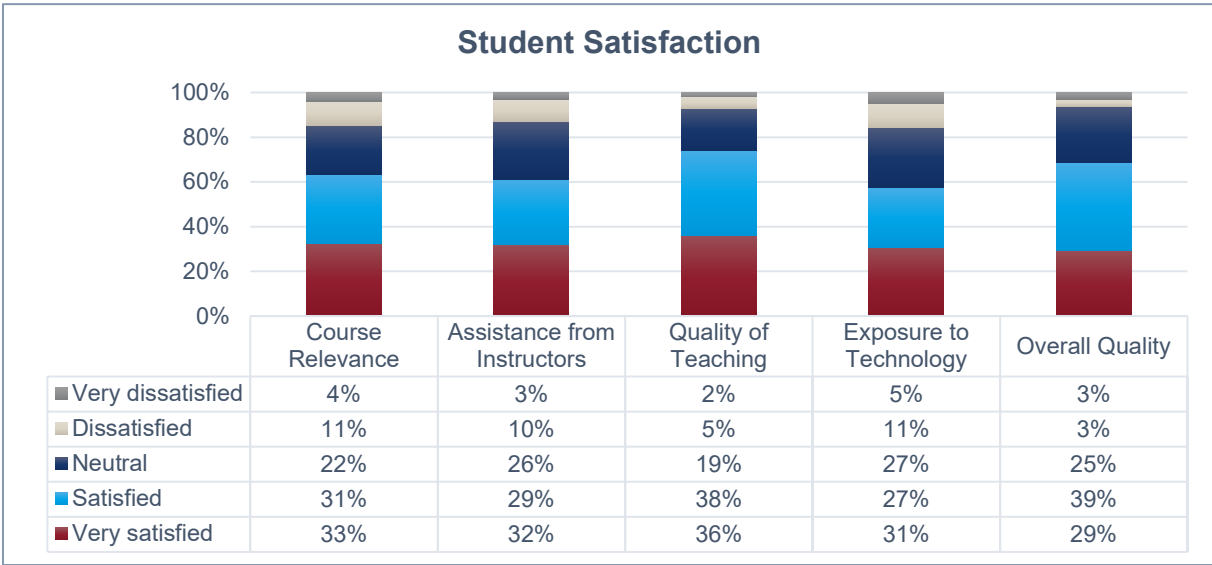
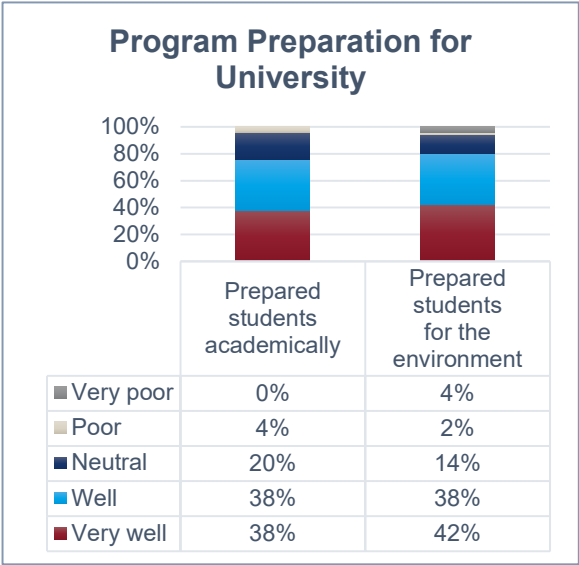
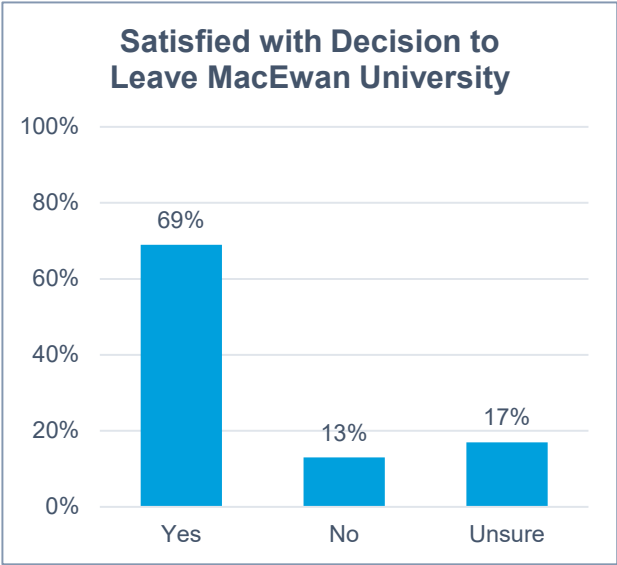
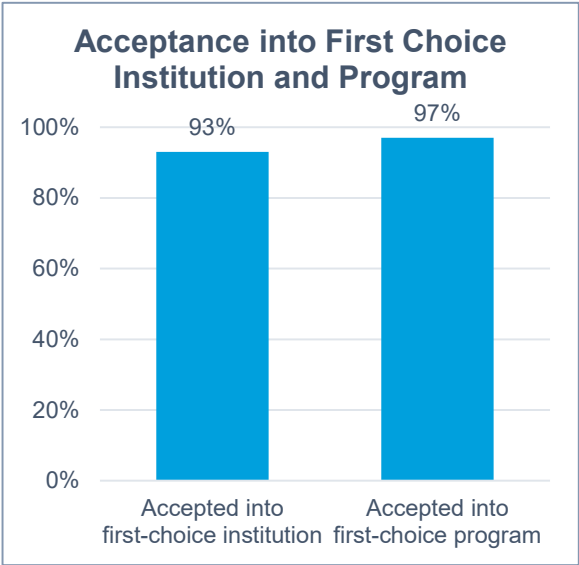
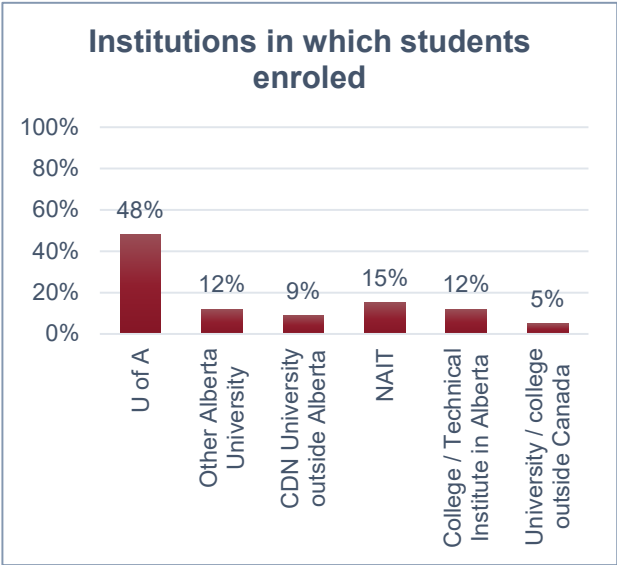
Student Satisfaction				
Satisfied with quality of teaching in the program	74%			
Satisfied with individual assistance provided by instructors	61%			
Would recommend the program to others	87%			
		Program / courses / majors not available 27%	Changed goals / plans 18%	Finance / tuition 17%

Comparison of Early Leaver Students	2018	2020	2022	2024
Percentage who continued education in the same program at university	40%	24%	20%	21%
Percentage who continued education in a different program at university	20%	30%	31%	22%
Percentage who continued education at a college or technical institute	9%	18%	5%	9%
How well did the program academically prepare you for the university environment	80%	81%	76%	76%
How well did the program prepare you for the university environment	83%	83%	66%	80%
Percentage satisfied with quality of education experience	86%	81%	69%	68%
Attended MacEwan University full-time all terms	63%	67%	59%	55%
Completed two or more years of study at MacEwan University*	43%	31%	34%	66%

Note: Percentages do not total 100% due to rounding

"IR" = Insufficient Response

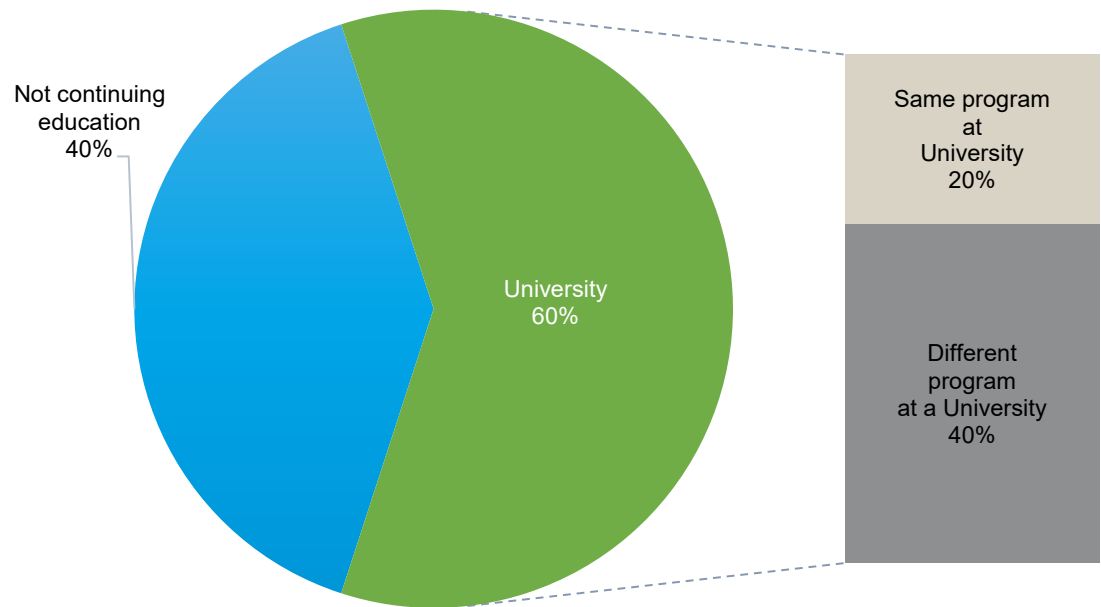
*Prior to 2024 data reflected "completed more than 30 credits at MacEwan University"



Bachelor of Child and Youth Care

Number of Respondents: 5
University Transfer Rate: 60%
Percentage Overall Continuing Their Education: 60%
Percentage Satisfied with Overall Quality: 100%

Overall Results

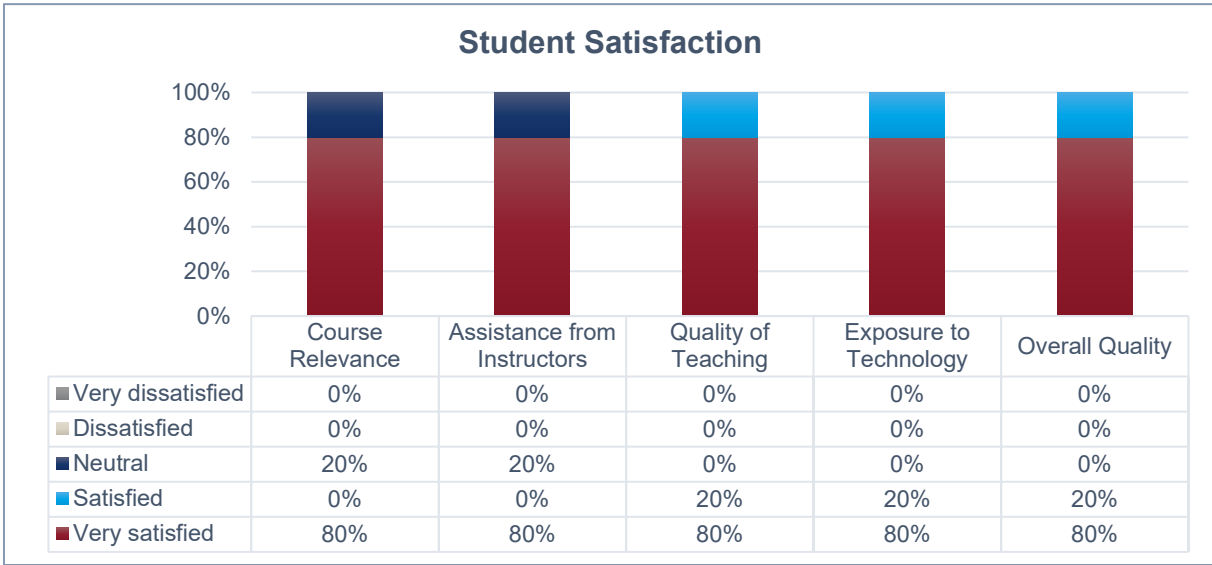
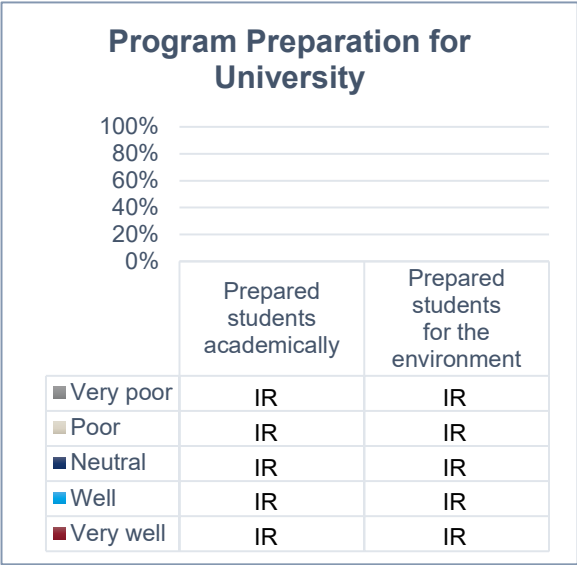
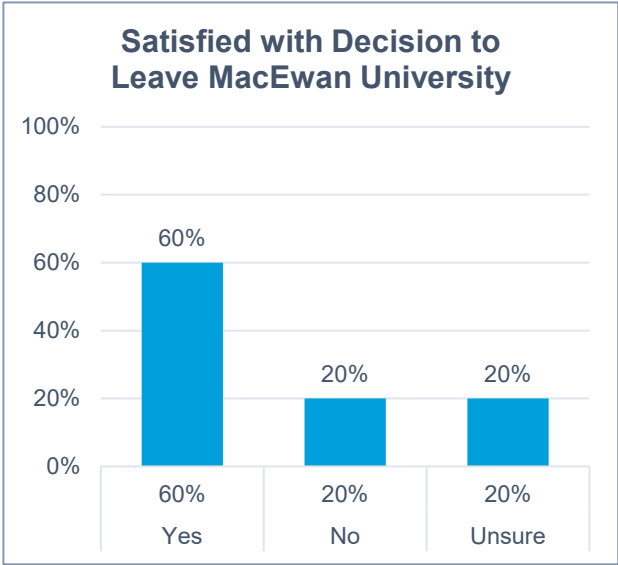
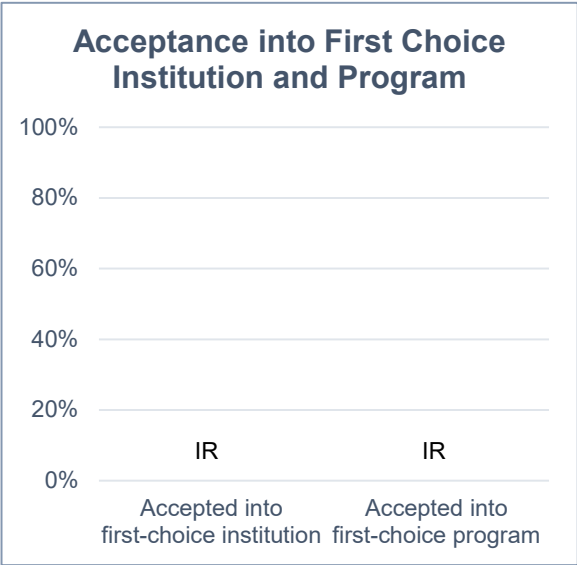
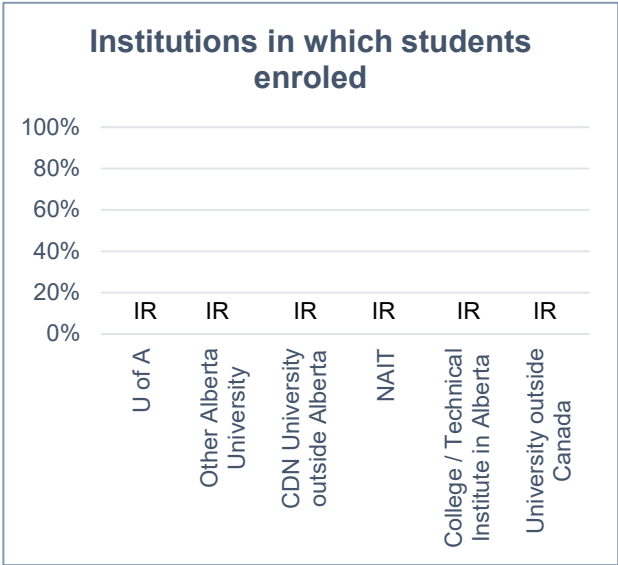


Top Three Reasons for Leaving

Insufficient Response

Student Satisfaction	
Satisfied with quality of teaching in the program	100%
Satisfied with individual assistance provided by instructors	80%
Would recommend the program to others	IR

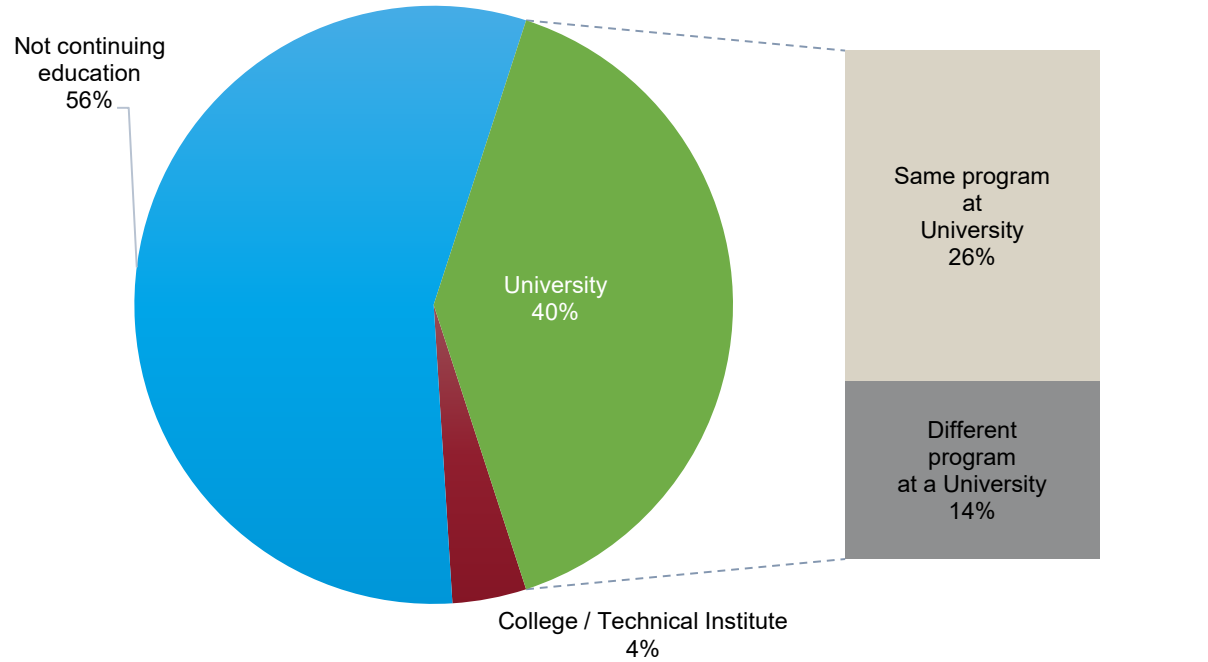
Comparison of Early Leaver Students	2018	2020	2022	2024
Percentage who continued education in the same program at university	0%	IR	0%	20%
Percentage who continued education in a different program at university	0%	IR	0%	40%
Percentage who continued education at a college or technical institute	0%	IR	20%	0%
How well did the program academically prepare you for the university environment	IR	IR	N/A	IR
How well did the program prepare you for the university environment	IR	IR	N/A	IR
Percentage satisfied with quality of education experience	80%	IR	80%	100%
Attended MacEwan University full-time all terms	20%	IR	60%	80%
Completed two or more years of study at MacEwan University*	IR	IR	IR	100%



Bachelor of Commerce

Number of Respondents: 50
University Transfer Rate: 40%
Percentage Overall Continuing Their Education: 44%
Percentage Satisfied with Overall Quality: 56%

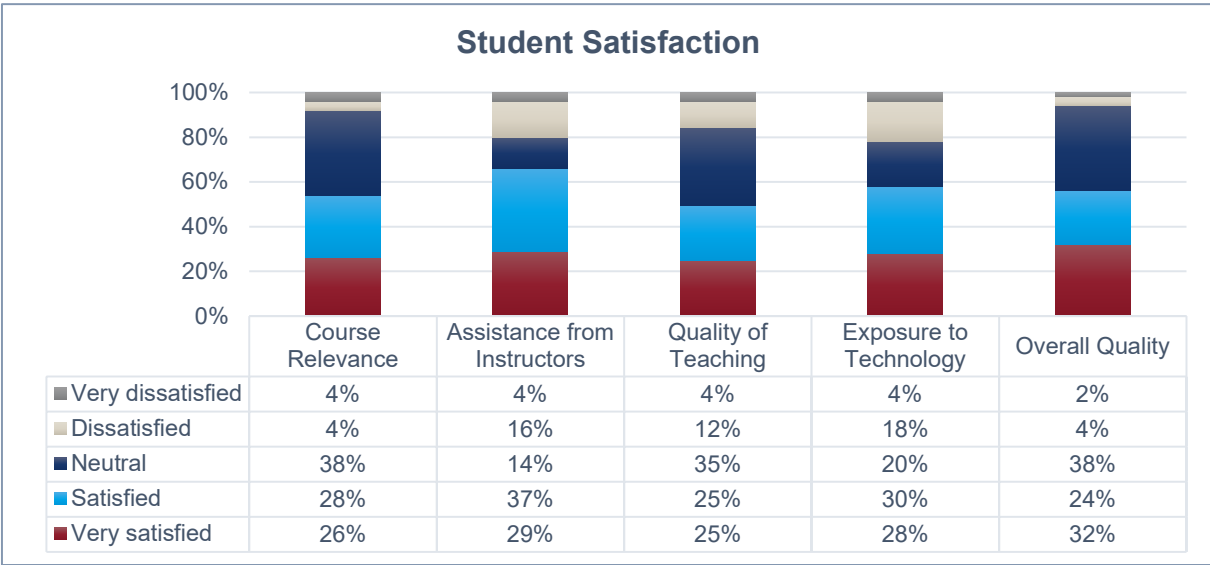
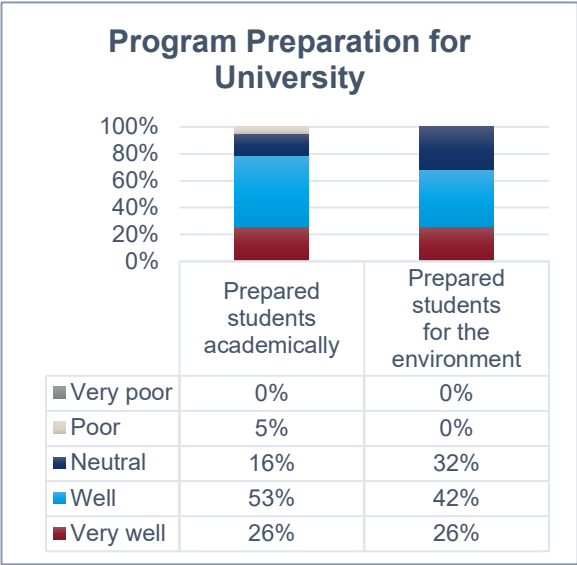
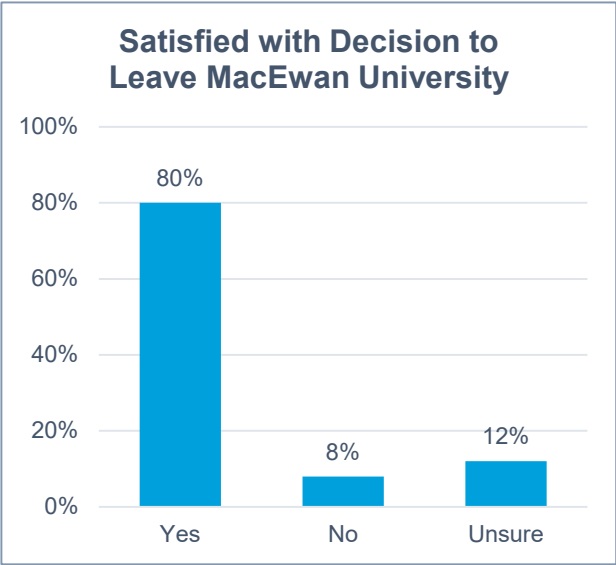
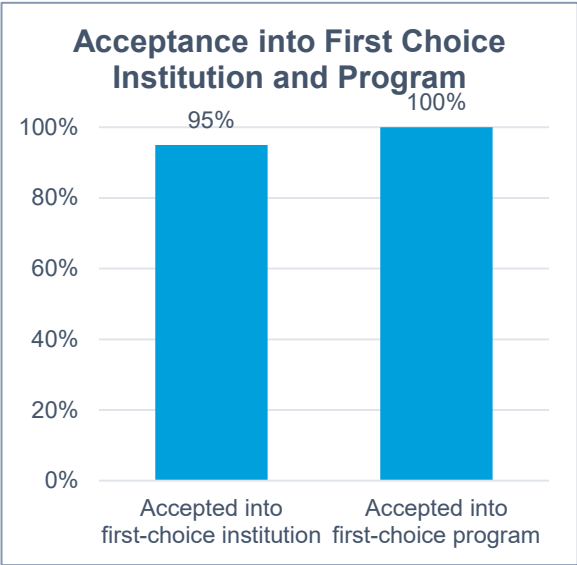
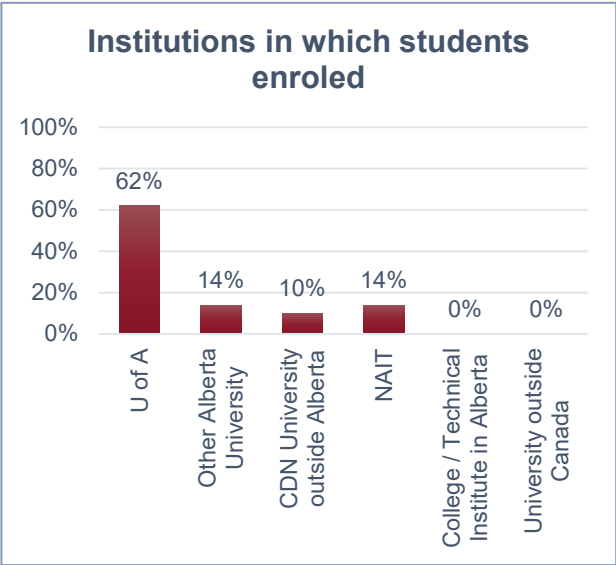
Overall Results



Top Three Reasons for Leaving

Student Satisfaction				
Satisfied with quality of teaching in the program	50%	Changed goals/plans 32%	Program / courses / majors not available 18%	Family commitments / personal reasons 16%
Satisfied with individual assistance provided by instructors	66%			
Would recommend the program to others	87%			

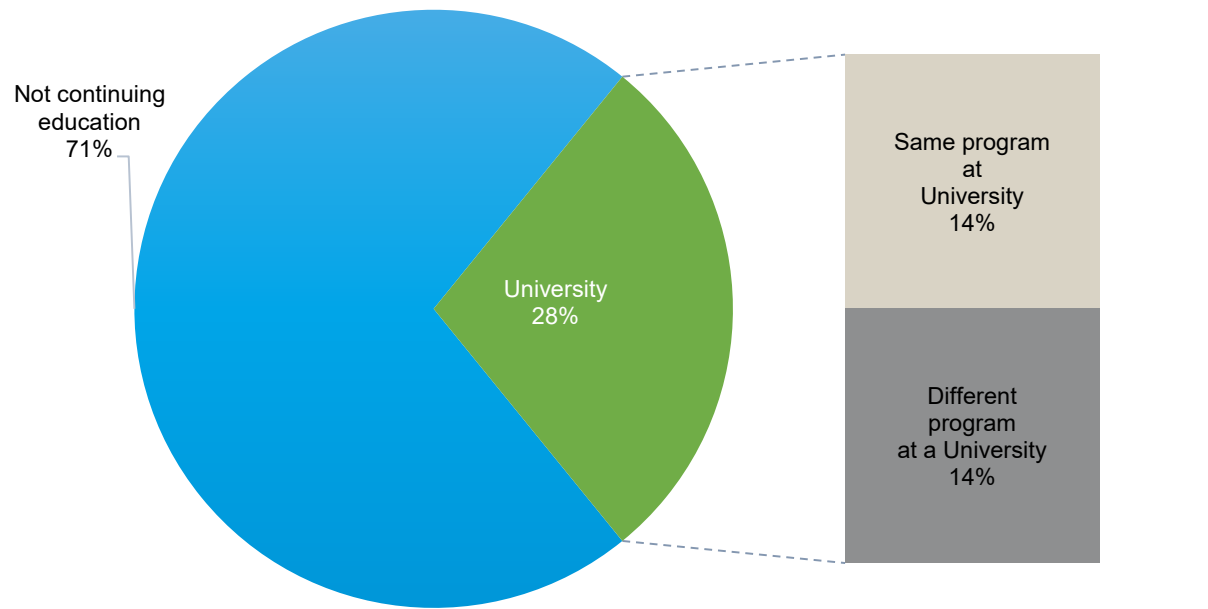
Comparison of Early Leaver Students	2018	2020	2022	2024
Percentage who continued education in the same program at university	48%	48%	41%	26%
Percentage who continued education in a different program at university	13%	15%	16%	14%
Percentage who continued education at a college or technical institute	8%	8%	2%	4%
How well did the program academically prepare you for the university environment	80%	79%	72%	79%
How well did the program prepare you for the university environment	80%	70%	58%	68%
Percentage satisfied with quality of education experience	78%	84%	57%	56%
Attended MacEwan University full-time all terms	60%	65%	81%	52%
Completed two or more years of study at MacEwan University*	52%	48%	42%	74%



Bachelor of
Communication Studies

Number of Respondents: 7
University Transfer Rate: 28%
Percentage Overall Continuing Their Education: 28%
Percentage Satisfied with Overall Quality: 67%

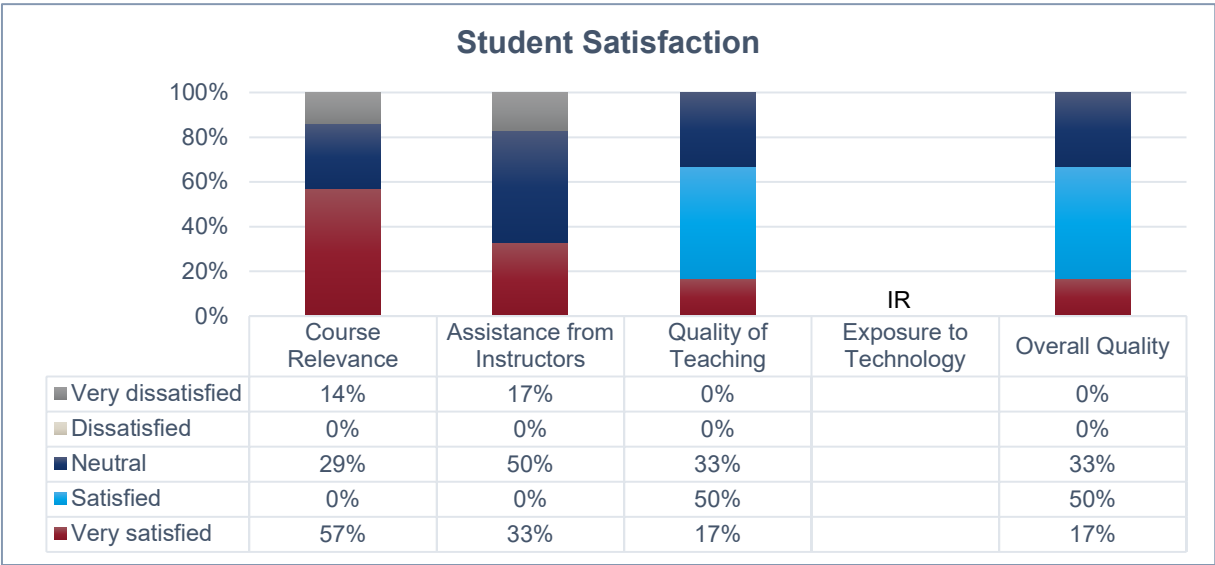
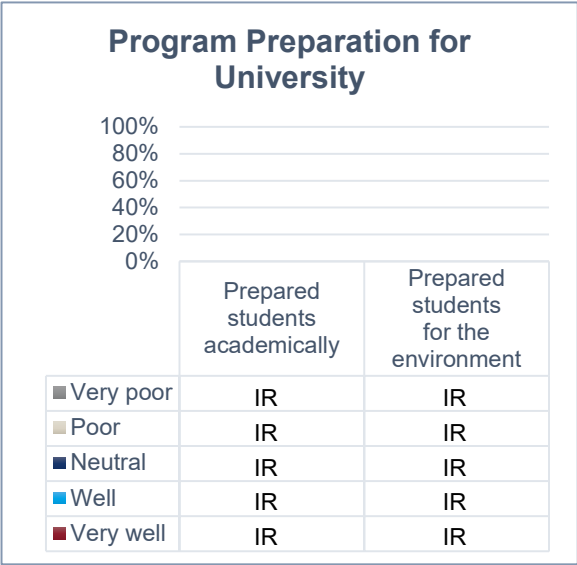
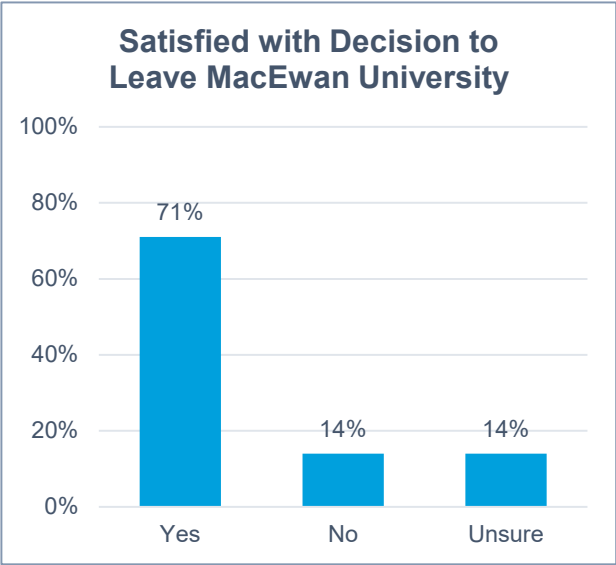
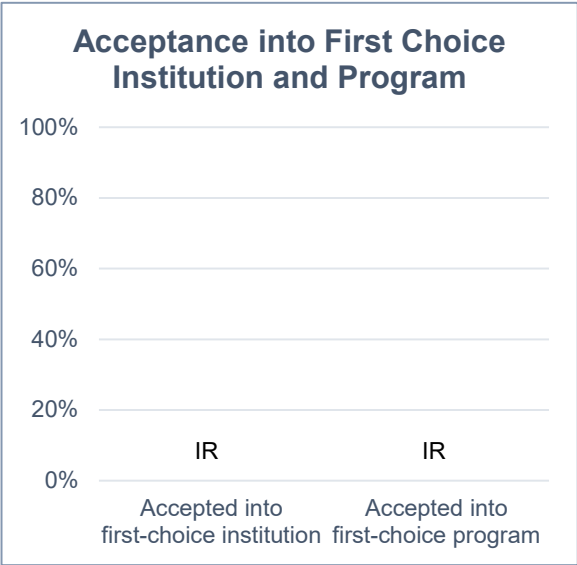
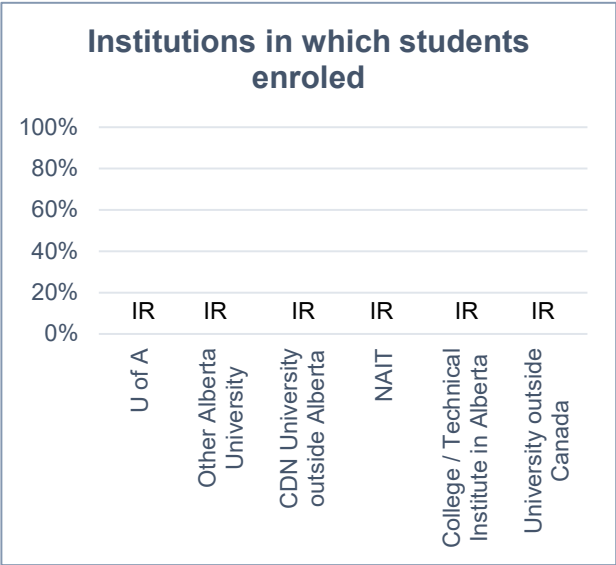
Overall Results



Top Three Reasons for Leaving

Student Satisfaction				
Satisfied with quality of teaching in the program	67%	<div>Family commitments / personal reasons60%</div> <div>Changed goals / plans20%</div> <div>Finances / tuition20%</div>		
Satisfied with individual assistance provided by instructors	33%			
Would recommend the program to others	71%			

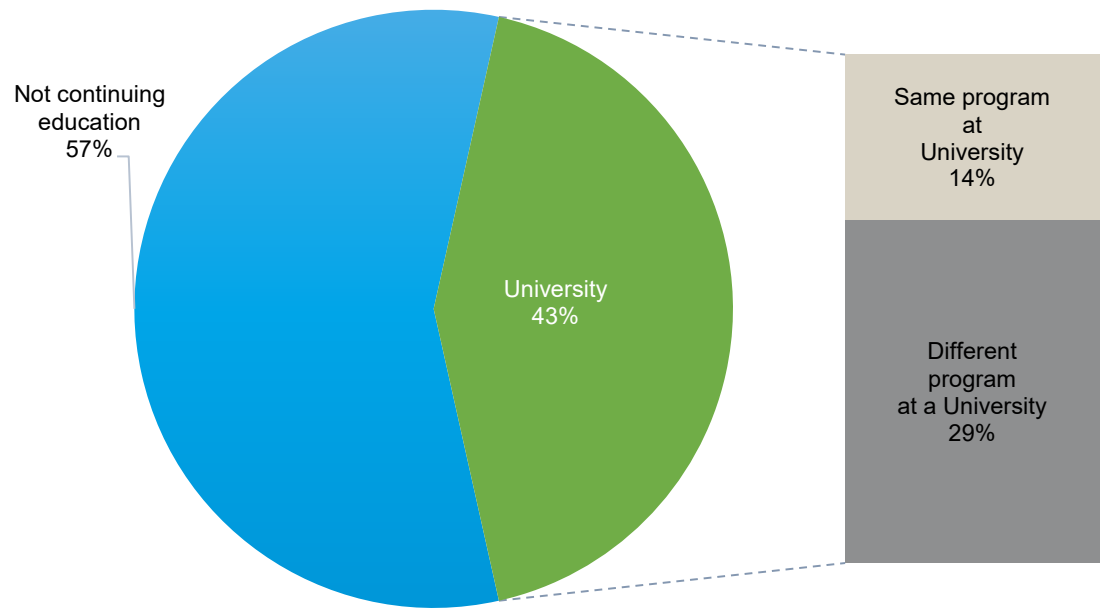
Comparison of Early Leaver Students	2018	2020	2022	2024
Percentage who continued education in the same program at university	IR	18%	27%	14%
Percentage who continued education in a different program at university	IR	9%	9%	14%
Percentage who continued education at a college or technical institute	IR	18%	9%	0%
How well did the program academically prepare you for the university environment	IR	IR	IR	IR
How well did the program prepare you for the university environment	IR	IR	IR	IR
Percentage satisfied with quality of education experience	IR	82%	63%	67%
Attended MacEwan University full-time all terms	IR	55%	60%	43%
Completed two or more years of study at MacEwan University*	IR	44%	38%	29%



Bachelor of Early Childhood Curriculum Studies

Number of Respondents: 7
University Transfer Rate: 43%
Percentage Overall Continuing Their Education: 43%
Percentage Satisfied with Overall Quality: 43%

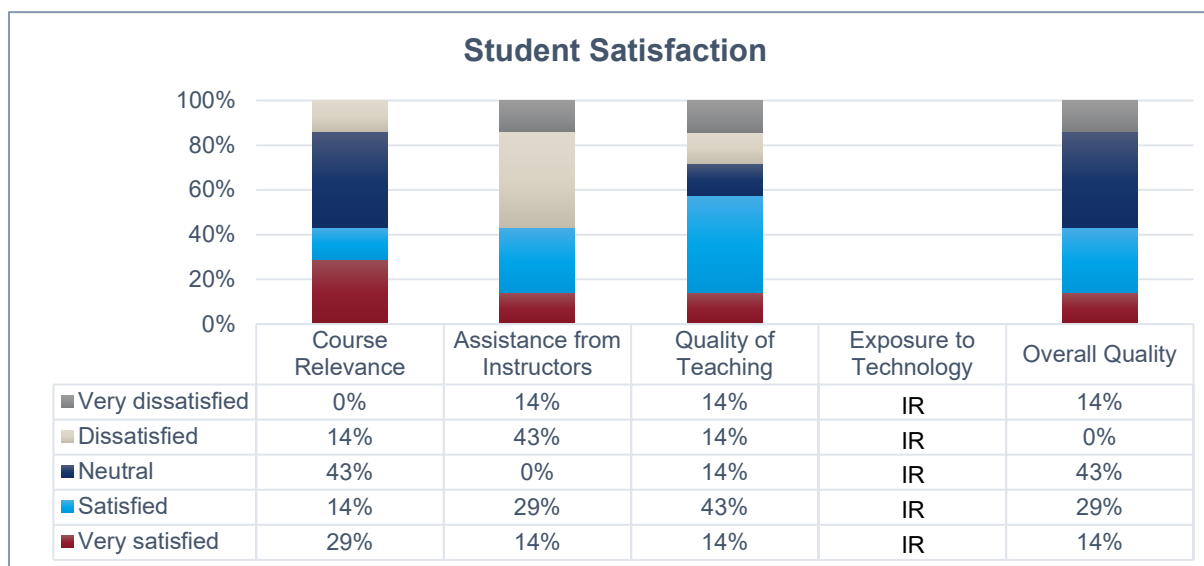
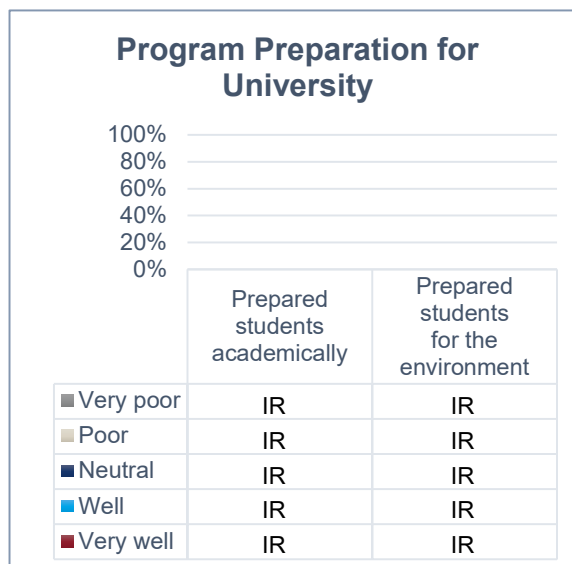
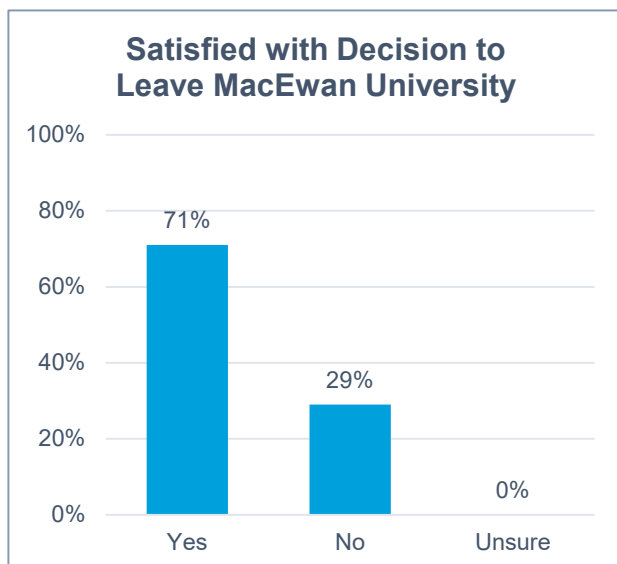
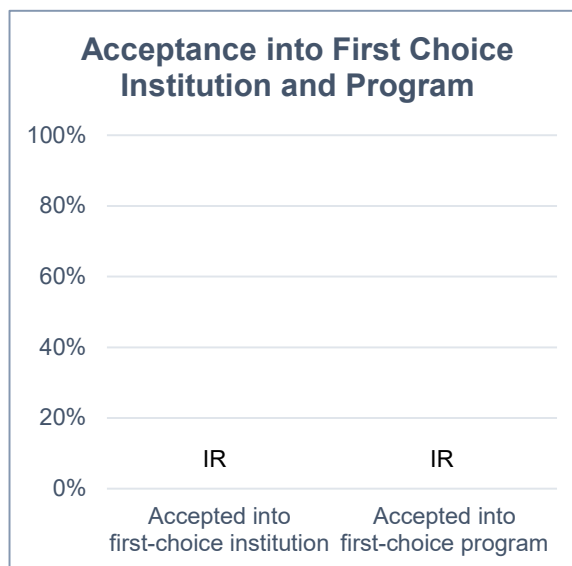
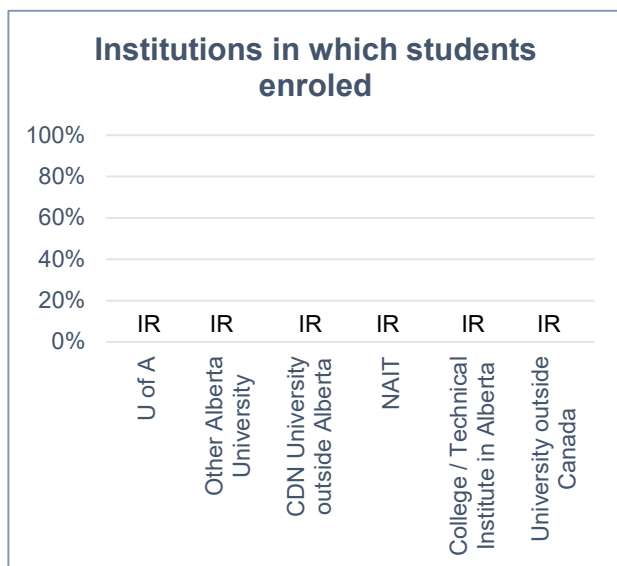
Overall Results



Top Three Reasons for Leaving
Insufficient Response

Student Satisfaction	
Satisfied with quality of teaching in the program	57%
Satisfied with individual assistance provided by instructors	43%
Would recommend the program to others	40%

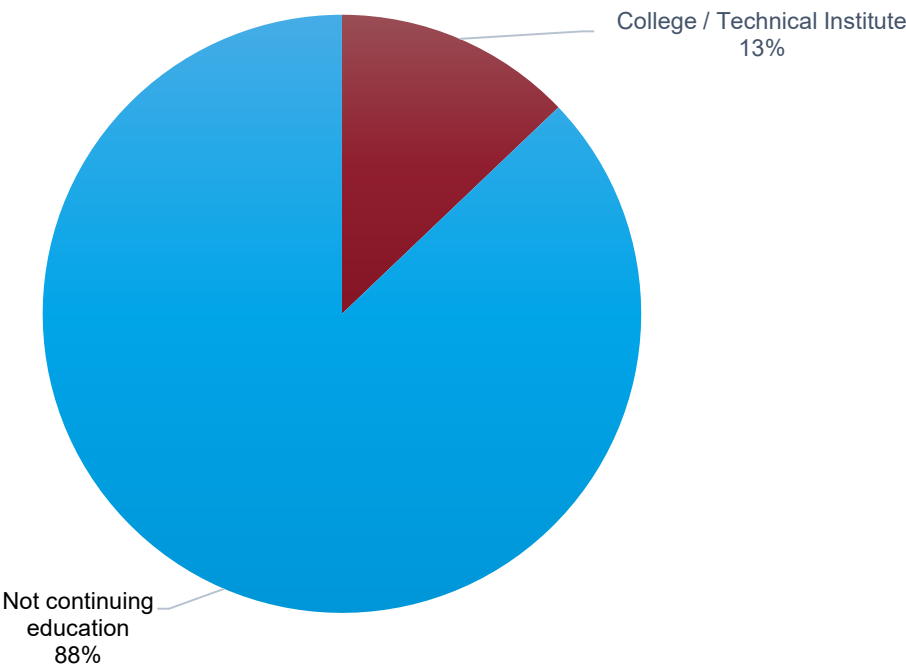
Comparison of Early Leaver Students	2018	2020	2022	2024
Percentage who continued education in the same program at university	2024 marks the first year data for the Bachelor of Early Childhood Curriculum Studies was available.			14%
Percentage who continued education in a different program at university				29%
Percentage who continued education at a college or technical institute				0%
How well did the program academically prepare you for the university environment				IR
How well did the program prepare you for the university environment				IR
Percentage satisfied with quality of education experience				43%
Attended MacEwan University full-time all terms				29%
Completed two or more years of study at MacEwan University*				57%



Bachelor of Fine Arts

Number of Respondents: 8
University Transfer Rate: 0%
Percentage Overall Continuing Their Education: 13%
Percentage Satisfied with Overall Quality: 63%

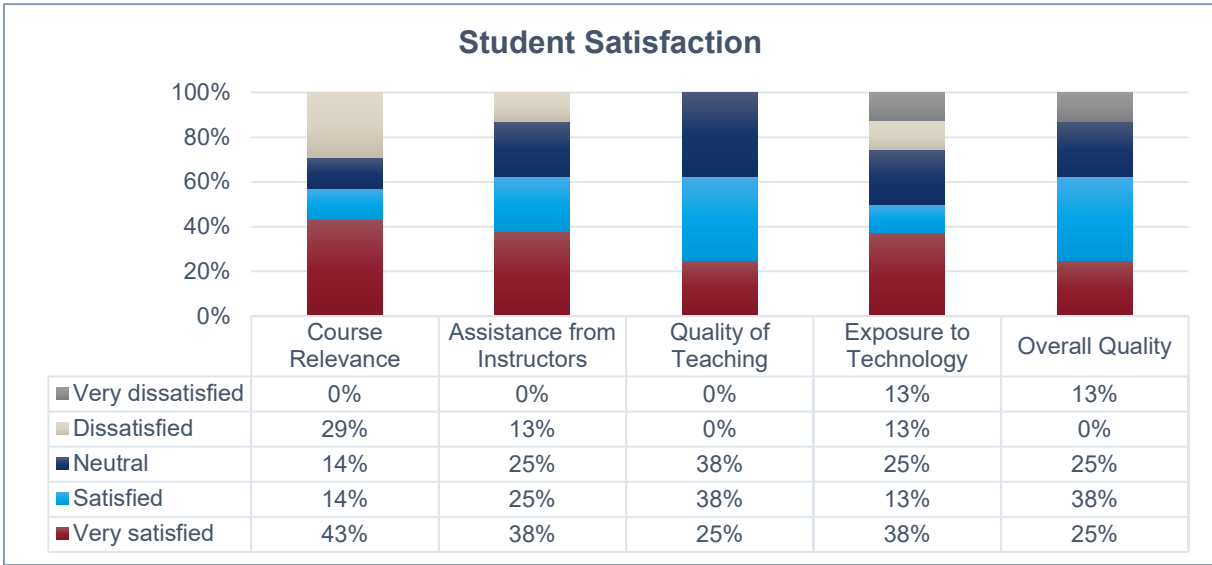
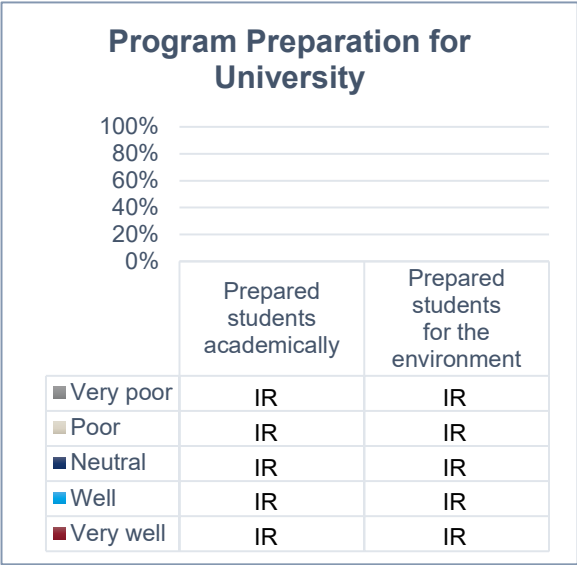
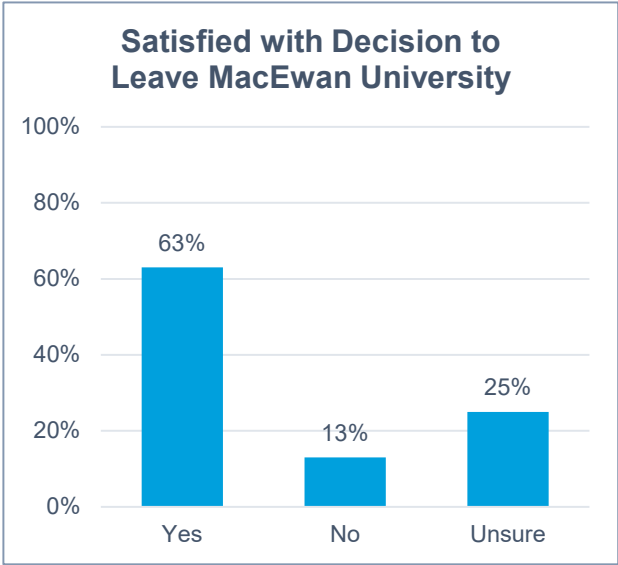
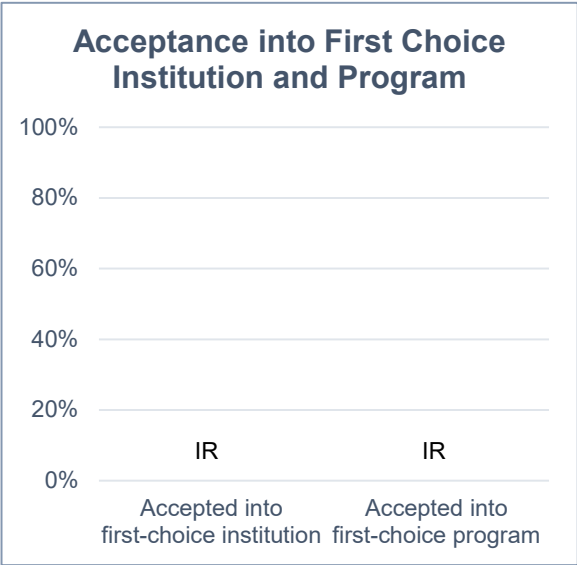
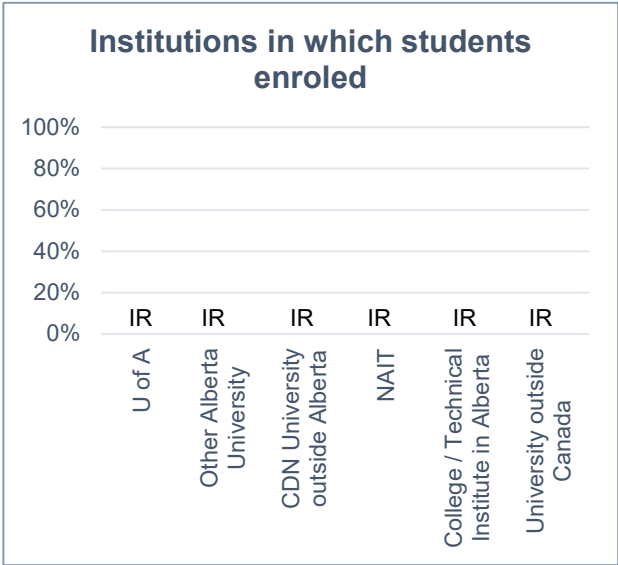
Overall Results



Top Three Reasons for Leaving

Student Satisfaction				
Satisfied with quality of teaching in the program	63%	Did not enjoy being at MacEwan / lack of support 57%	Changed goals / plans 29%	Family commitments / personal reasons 14%
Satisfied with individual assistance provided by instructors	63%			Degree not useful 14%
Would recommend the program to others	71%			

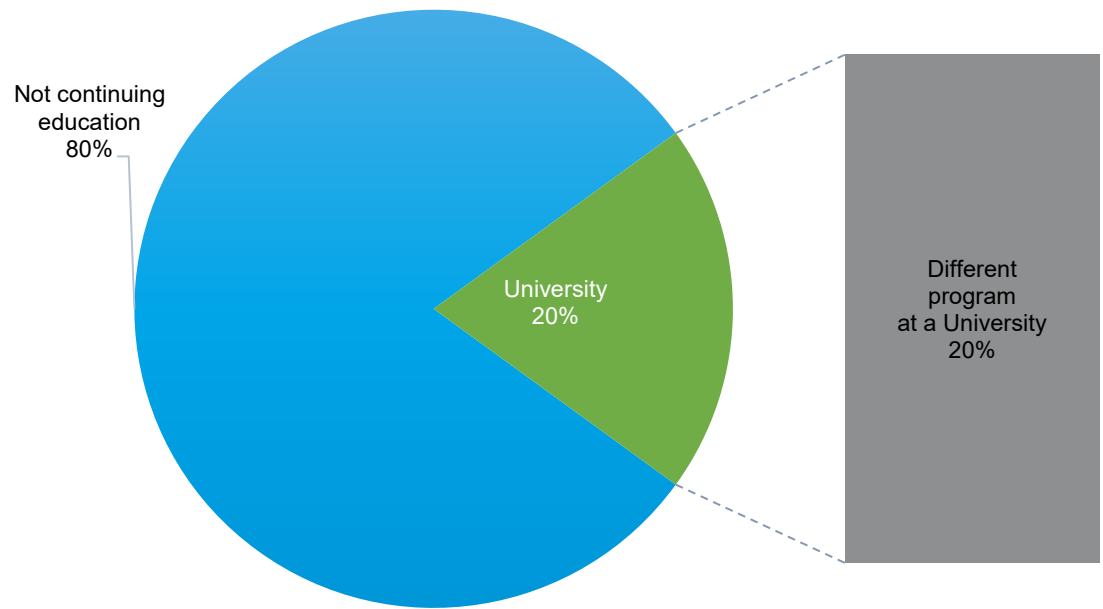
Comparison of Early Leaver Students	2018	2020	2022	2024
Percentage who continued education in the same program at university	2024 marks the first year data for the Bachelor of Fine Arts was available.			0%
Percentage who continued education in a different program at university				0%
Percentage who continued education at a college or technical institute				13%
How well did the program academically prepare you for the university environment				N/A
How well did the program prepare you for the university environment				N/A
Percentage satisfied with quality of education experience				63%
Attended MacEwan University full-time all terms				38%
Completed two or more years of study at MacEwan University*				50%



Bachelor of Human Services Administration

Number of Respondents: 5
University Transfer Rate: 20%
Percentage Overall Continuing Their Education: 20%
Percentage Satisfied with Overall Quality: 40%

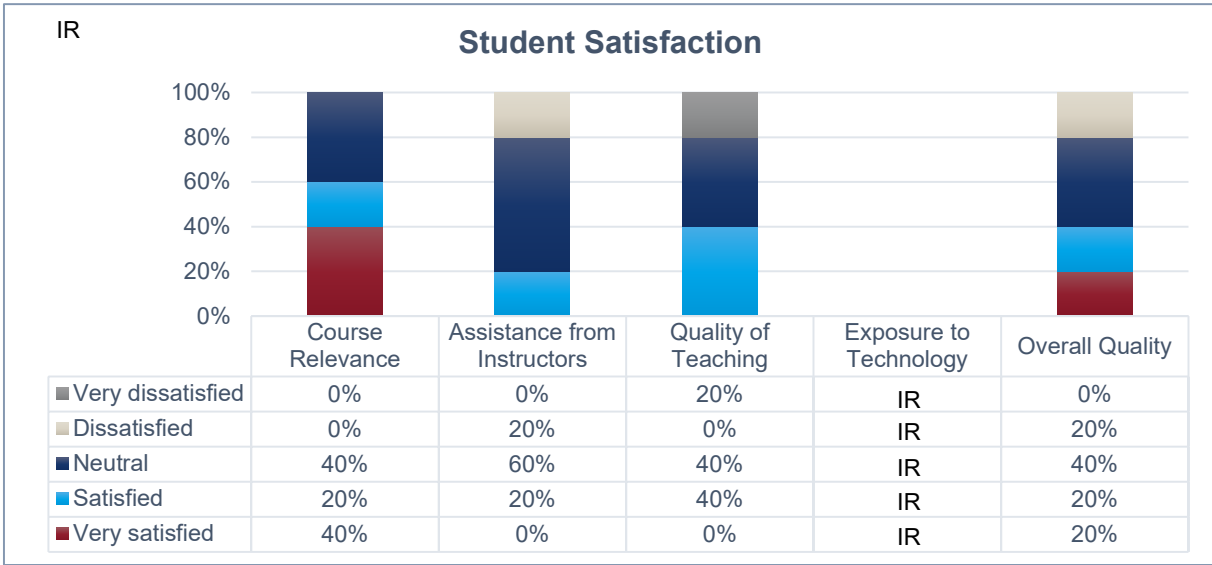
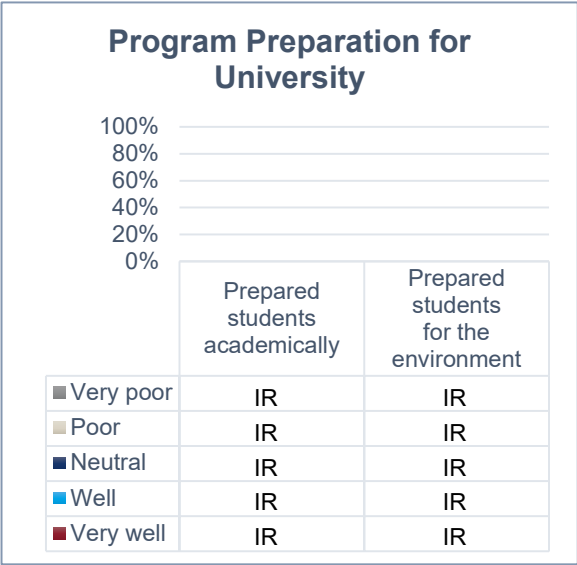
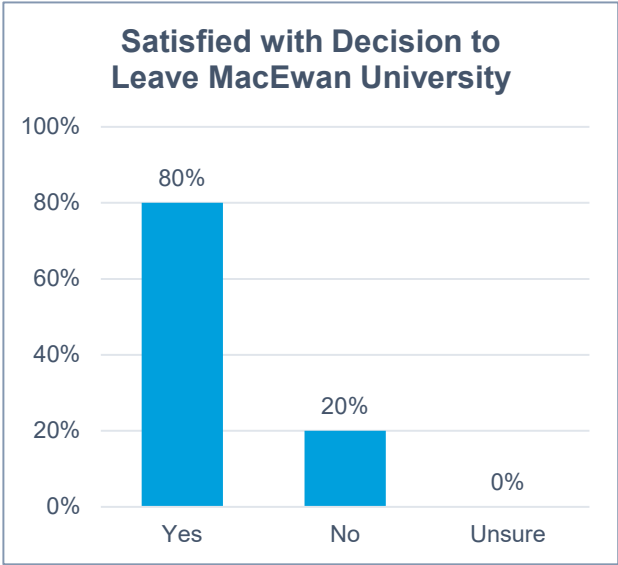
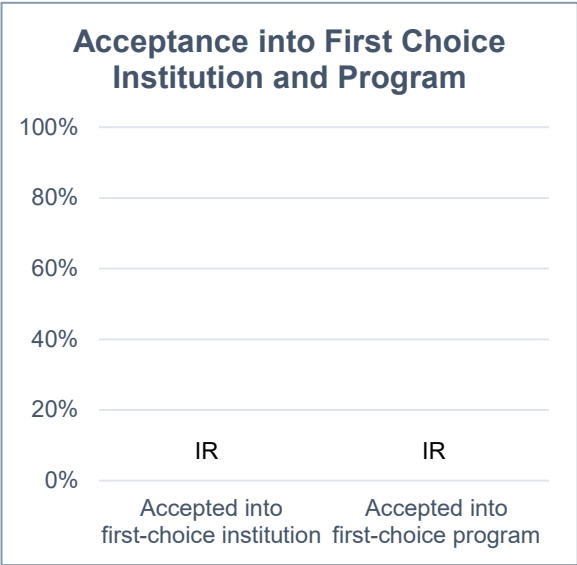
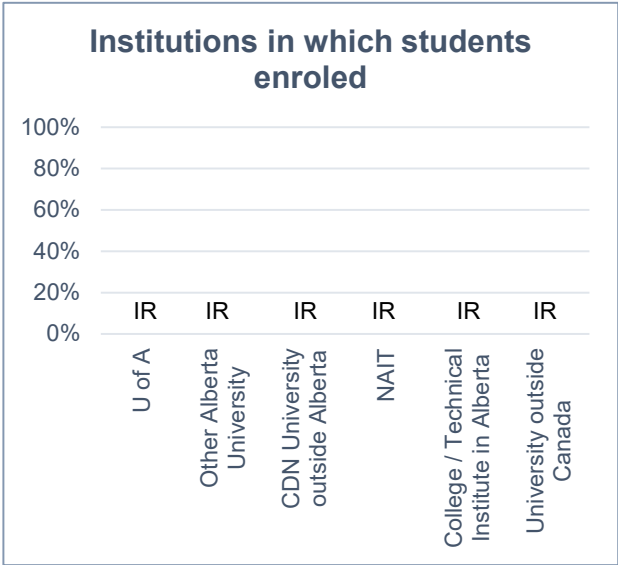
Overall Results



Top Three Reasons for Leaving
Insufficient Response

Student Satisfaction	
Satisfied with quality of teaching in the program	40%
Satisfied with individual assistance provided by instructors	20%
Would recommend the program to others	80%

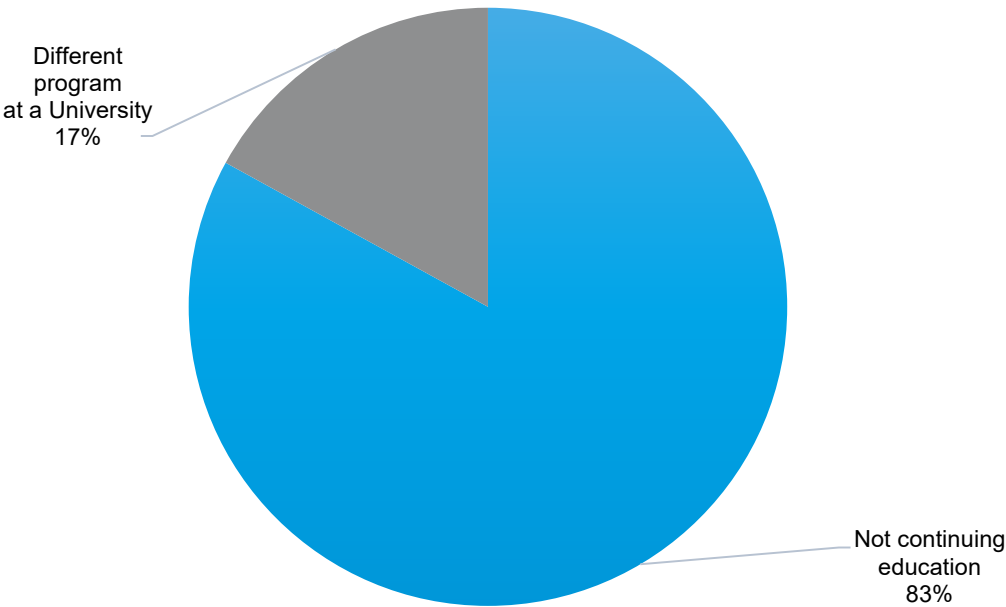
Comparison of Early Leaver Students	2018	2020	2022	2024
Percentage who continued education in the same program at university	2024 marks the first year data for the Bachelor of Human Services Administration was available.			0%
Percentage who continued education in a different program at university				20%
Percentage who continued education at a college or technical institute				0%
How well did the program academically prepare you for the university environment				IR
How well did the program prepare you for the university environment				IR
Percentage satisfied with quality of education experience				40%
Attended MacEwan University full-time all terms				20%
Completed two or more years of study at MacEwan University*				100%



Bachelor of Music

Number of Respondents: 6
University Transfer Rate: 17%
Percentage Overall Continuing Their Education: 17%
Percentage Satisfied with Overall Quality: 34%

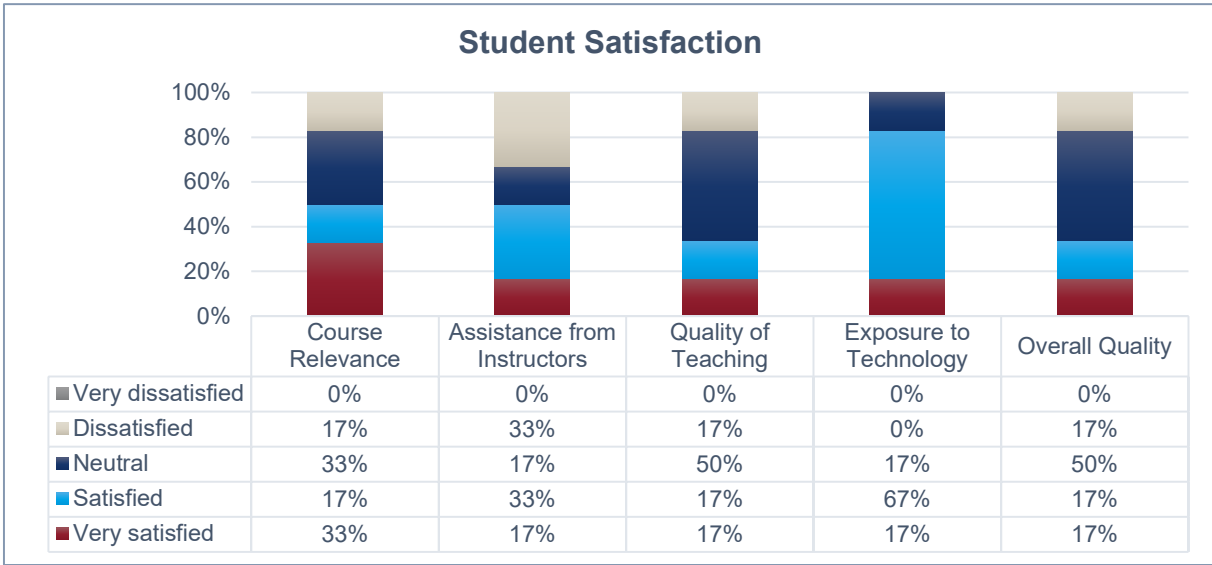
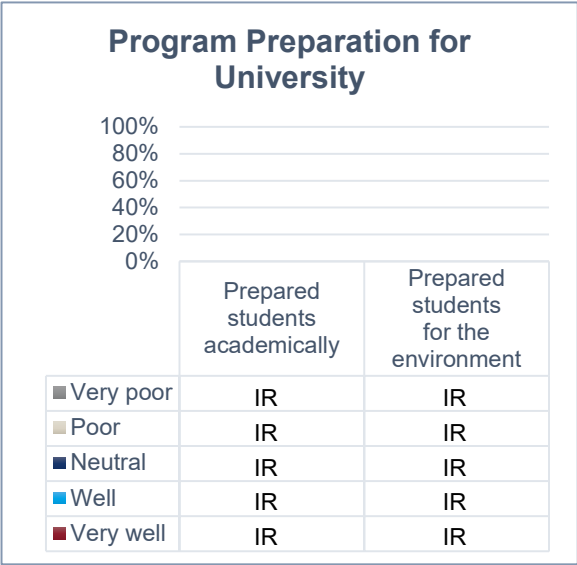
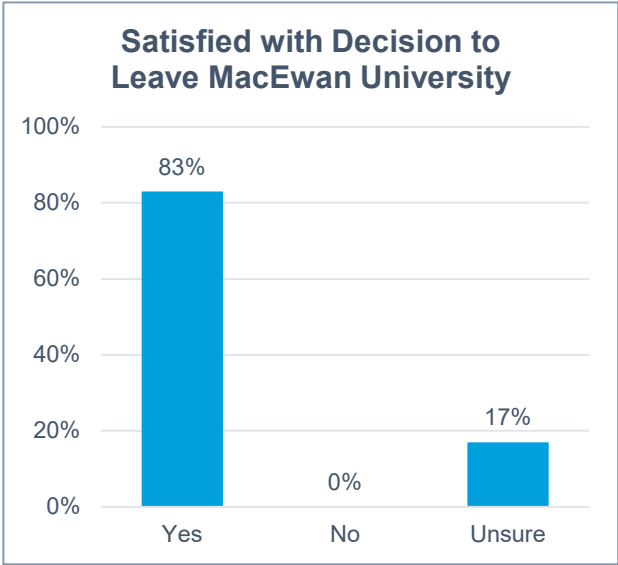
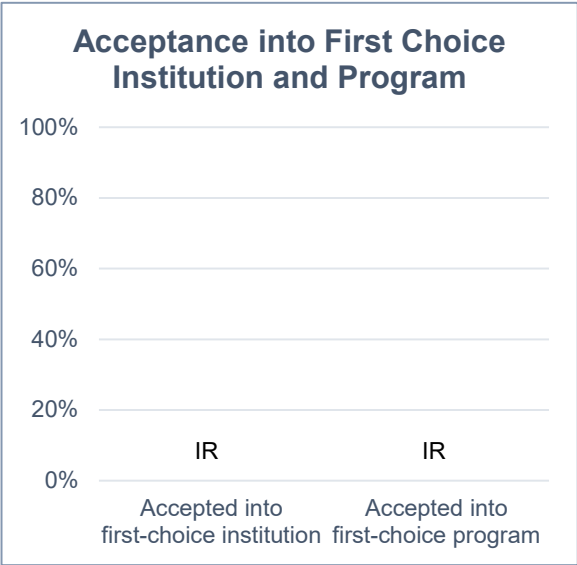
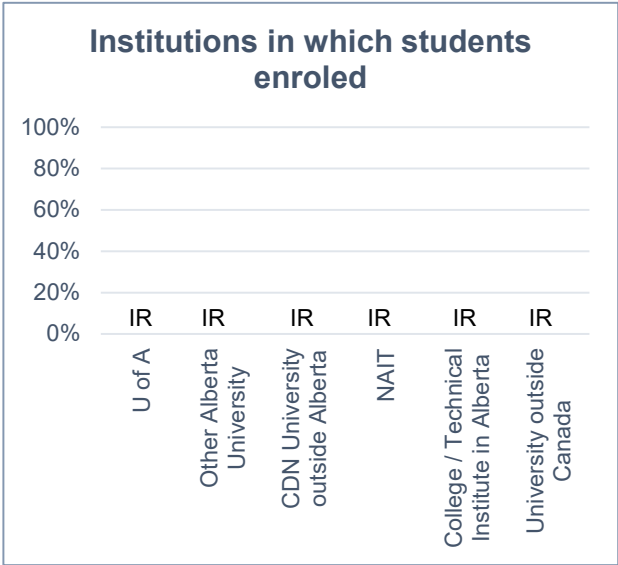
Overall Results



Top Three Reasons for Leaving

Student Satisfaction		Did not enjoy being at MacEwan / lack of support 57%	Changed goals / plans 29%
Satisfied with quality of teaching in the program	34%		
Satisfied with individual assistance provided by instructors	50%		Family commitments / personal reasons...
Would recommend the program to others	IR		

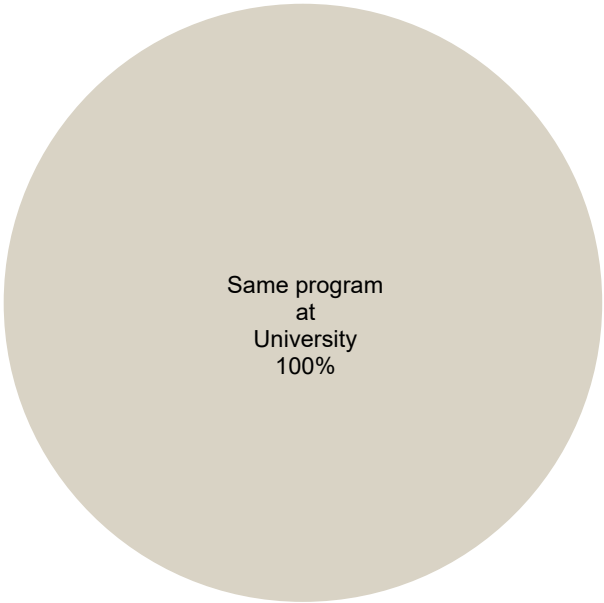
Comparison of Early Leaver Students	2018	2020	2022	2024
Percentage who continued education in the same program at university	0%	N/A	0%	0%
Percentage who continued education in a different program at university	0%	N/A	20%	17%
Percentage who continued education at a college or technical institute	0%	N/A	20%	0%
How well did the program academically prepare you for the university environment	IR	IR	IR	IR
How well did the program prepare you for the university environment	IR	IR	IR	IR
Percentage satisfied with quality of education experience	66%	33%	80%	34%
Attended MacEwan University full-time all terms	IR	67%	100%	17%
Completed two or more years of study at MacEwan University*	IR	IR	IR	67%



Bachelor of Physical Education

Number of Respondents: 5
University Transfer Rate: 100%
Percentage Overall Continuing Their Education: 100%
Percentage Satisfied with Overall Quality: 100%

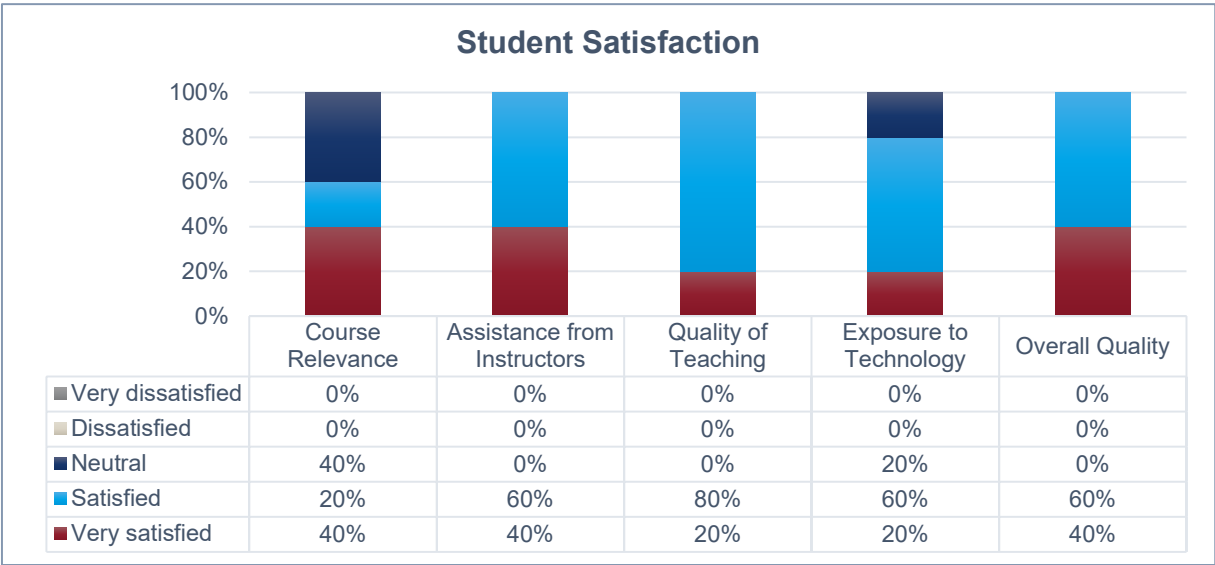
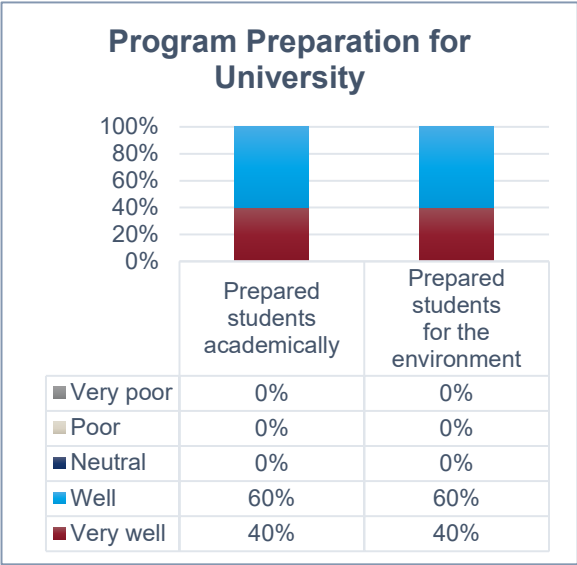
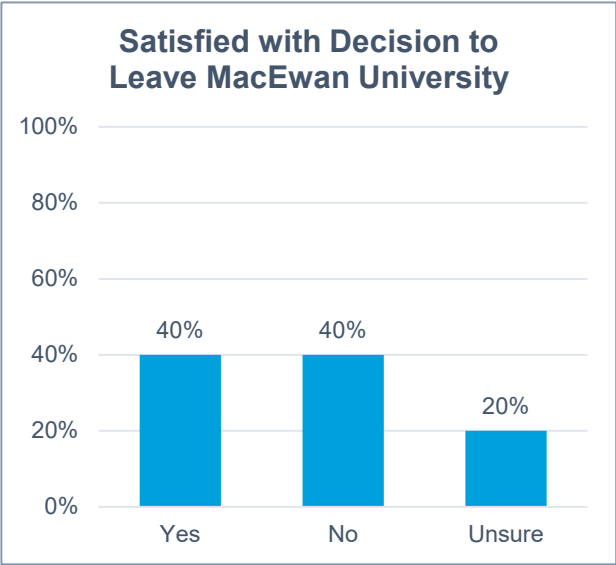
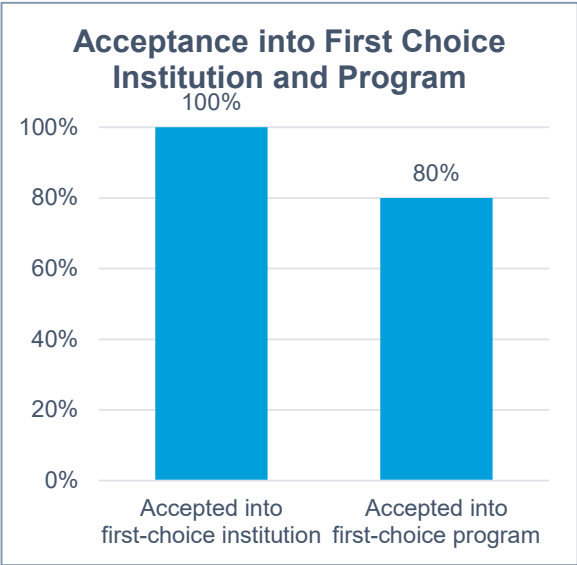
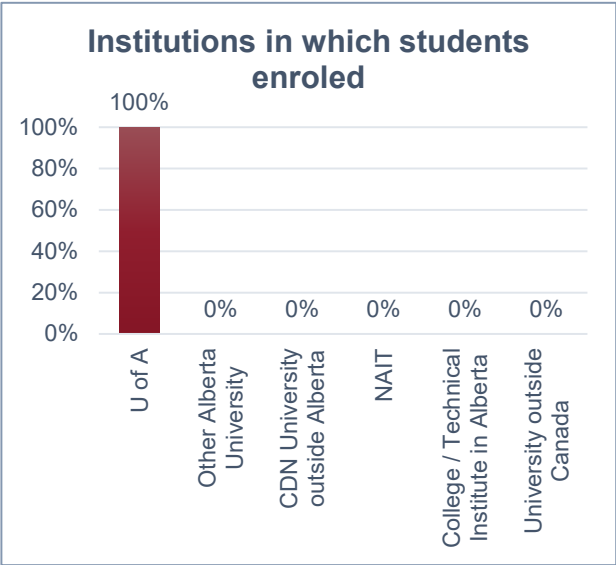
Overall Results



Top Three Reasons for Leaving

Student Satisfaction			
Satisfied with quality of teaching in the program	100%	U of A provided more opportunities / recognition 80%	Did not enjoy being at MacEwan / lack of support 20%
Satisfied with individual assistance provided by instructors	100%		
Would recommend the program to others	100%		

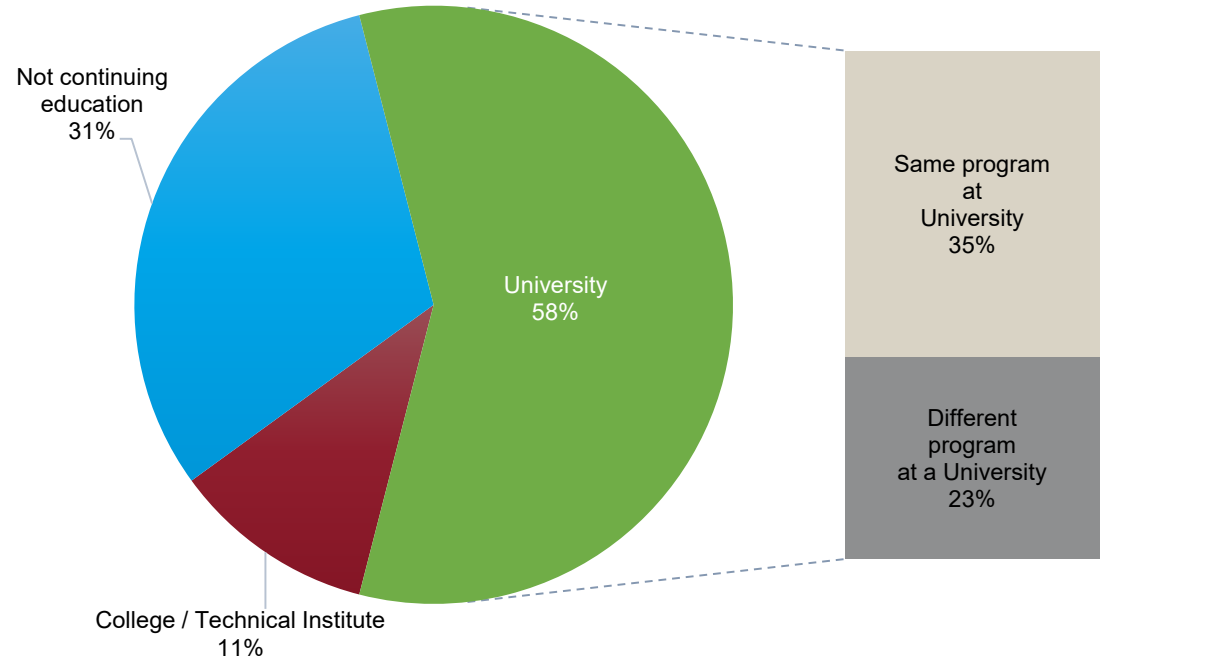
Comparison of Early Leaver Students	2018	2020	2022	2024
Percentage who continued education in the same program at university	88%	88%	82%	100%
Percentage who continued education in a different program at university	6%	6%	6%	0%
Percentage who continued education at a college or technical institute	6%	6%	0%	0%
How well did the program academically prepare you for the university environment	100%	100%	66%	100%
How well did the program prepare you for the university environment	84%	80%	67%	100%
Percentage satisfied with quality of education experience	95%	94%	71%	100%
Attended MacEwan University full-time all terms	80%	88%	88%	100%
Completed two or more years of study at MacEwan University*	45%	69%	88%	100%



Bachelor of Science

Number of Respondents: 161
University Transfer Rate: 58%
Percentage Overall Continuing Their Education: 69%
Percentage Satisfied with Overall Quality: 76%

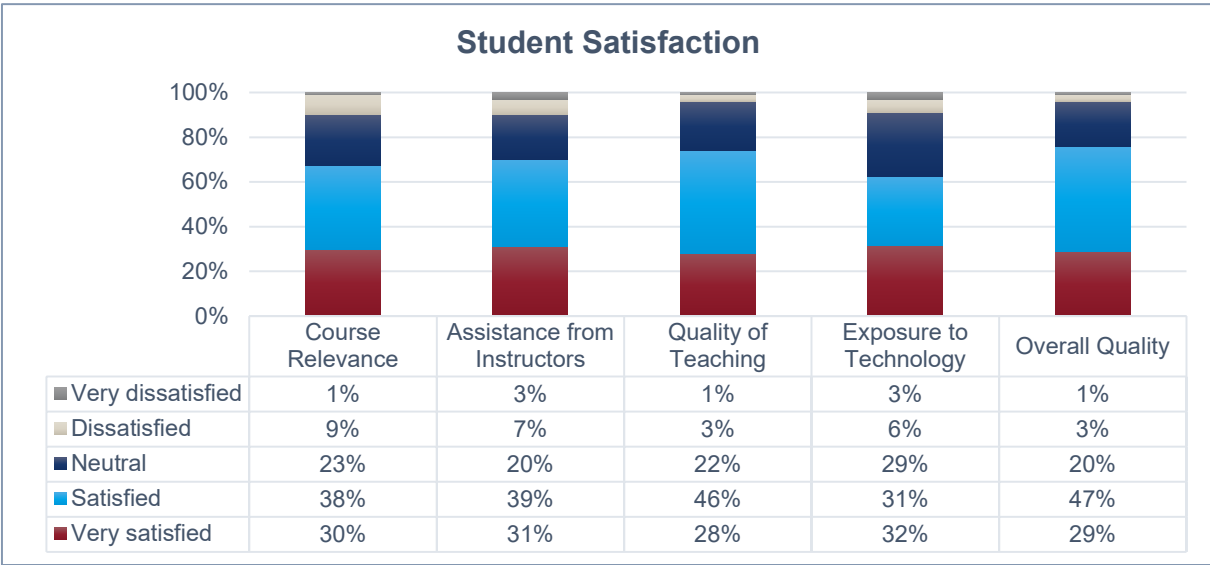
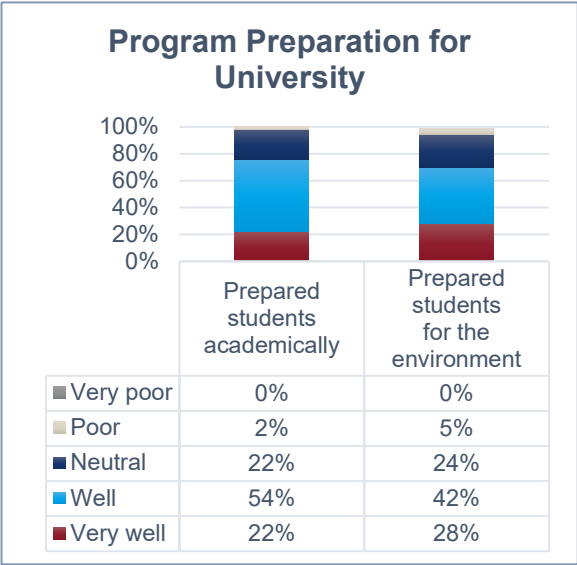
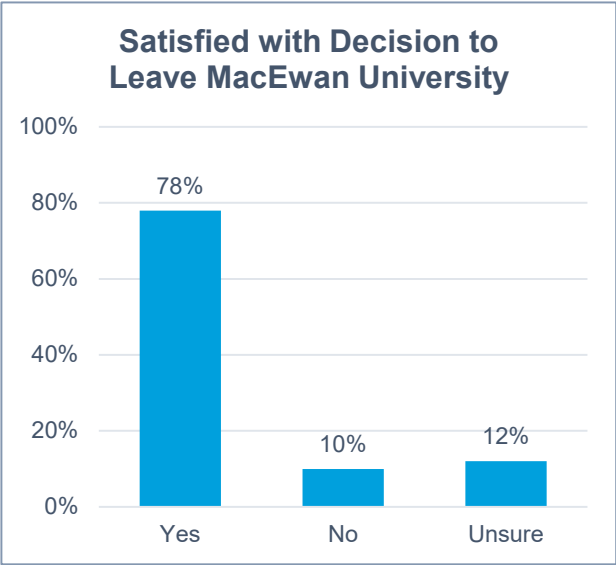
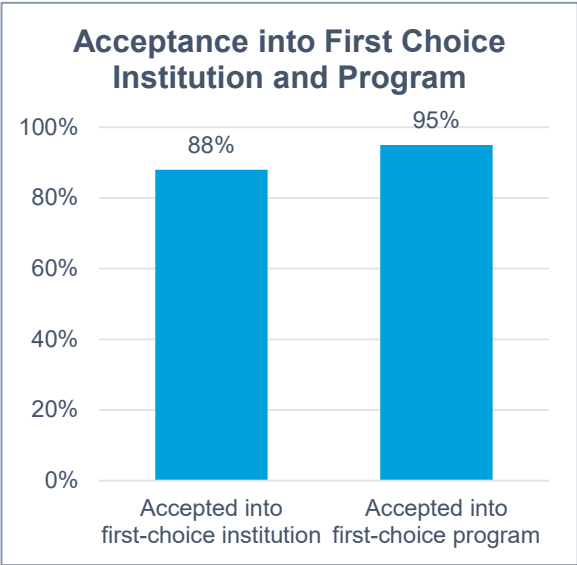
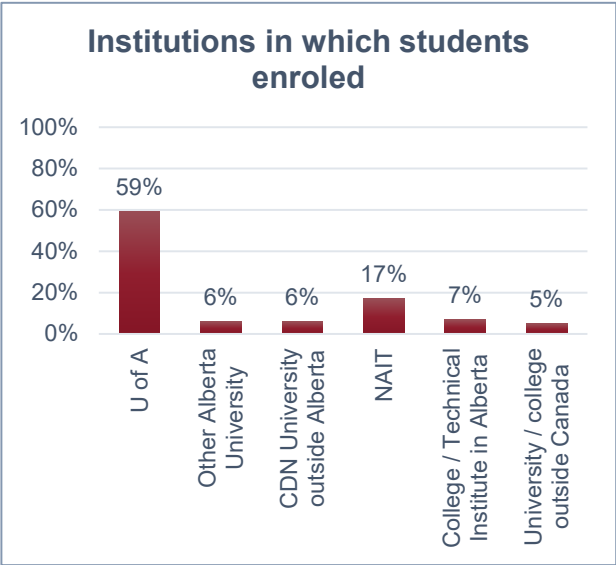
Overall Results



Top Three Reasons for Leaving

Student Satisfaction			
Satisfied with quality of teaching in the program	74%	Program / courses / majors not available 43%	Changed goals / plans 15%
Satisfied with individual assistance provided by instructors	70%		
Would recommend the program to others	89%		
			U of A provided more opportunities 15%

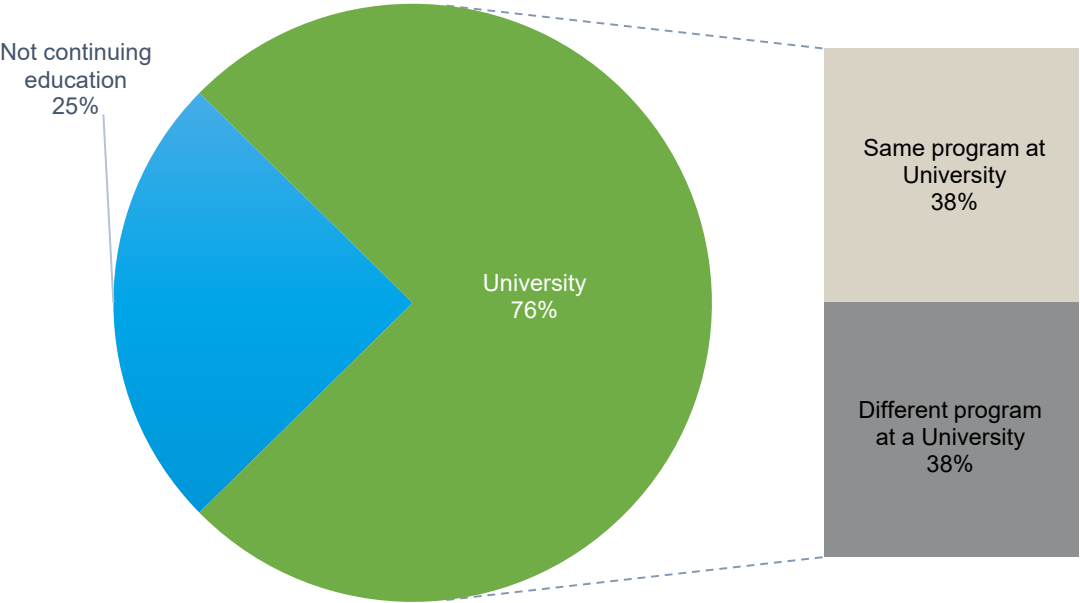
Comparison of Early Leaver Students	2018	2020	2022	2024
Percentage who continued education in the same program at university	48%	48%	28%	35%
Percentage who continued education in a different program at university	26%	29%	38%	23%
Percentage who continued education at a college or technical institute	5%	5%	7%	11%
How well did the program academically prepare you for the university environment	84%	86%	81%	76%
How well did the program prepare you for the university environment	82%	81%	72%	70%
Percentage satisfied with quality of education experience	87%	79%	69%	76%
Attended MacEwan University full-time all terms	74%	78%	64%	67%
Completed two or more years of study at MacEwan University*	40%	51%	44%	74%



Bachelor of Science in Nursing

Number of Respondents: 8
University Transfer Rate: 76%
Percentage Overall Continuing Their Education: 76%
Percentage Satisfied with Overall Quality: 75%

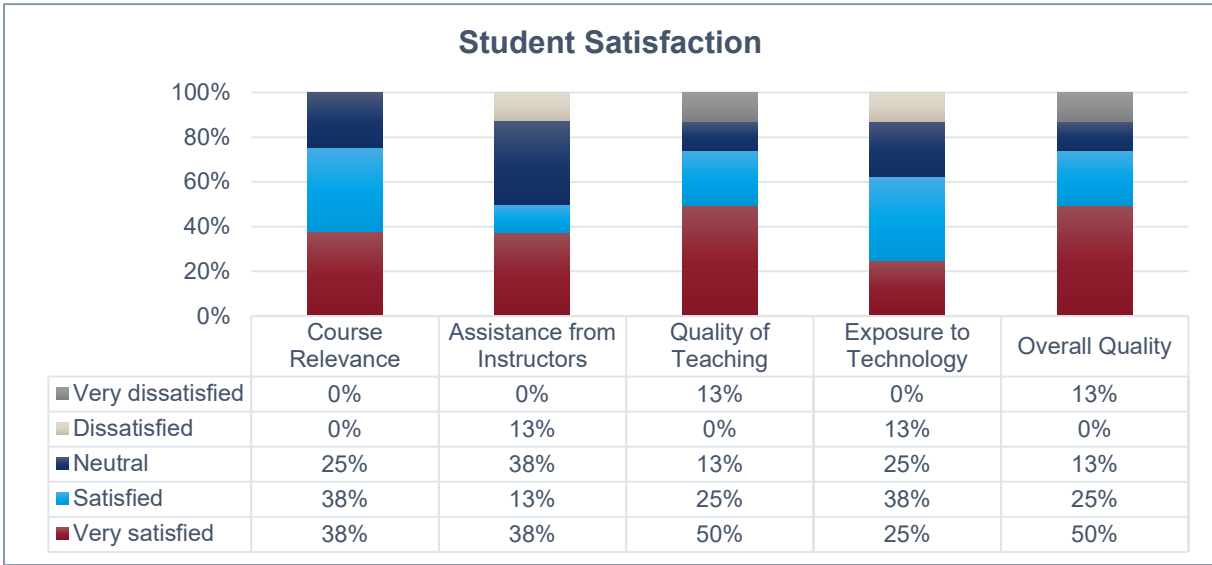
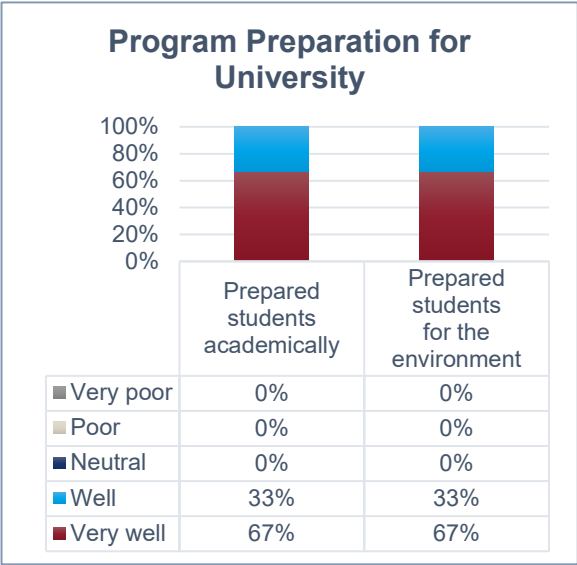
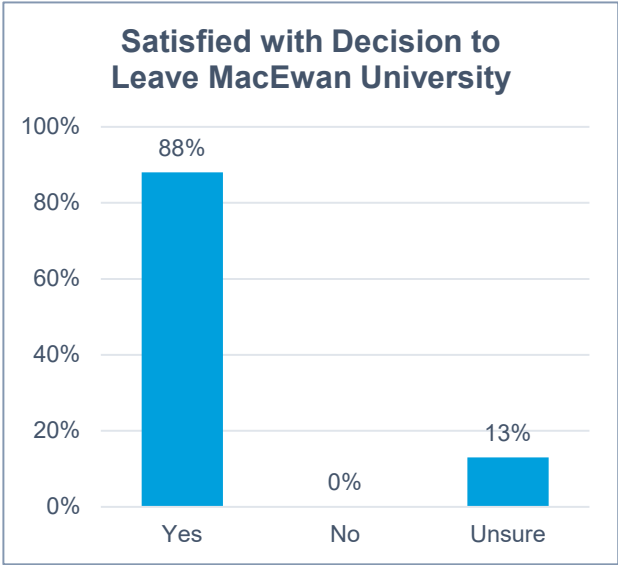
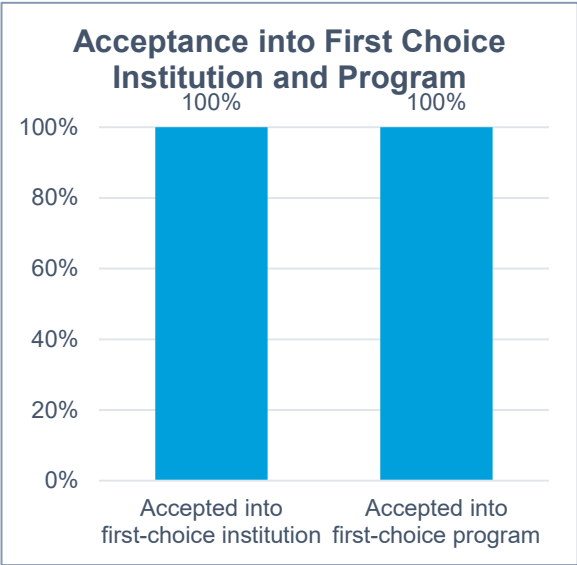
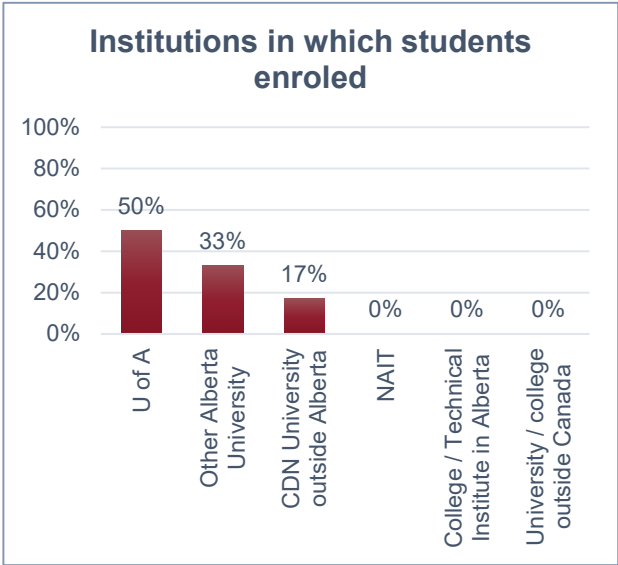
Overall Results



Top Three Reasons for Leaving

Student Satisfaction				
Satisfied with quality of teaching in the program	75%	Family commitment / personal reasons 40%	Length of program 40%	Program / courses / majors not available 20%
Satisfied with individual assistance provided by instructors	51%			
Would recommend the program to others	88%			

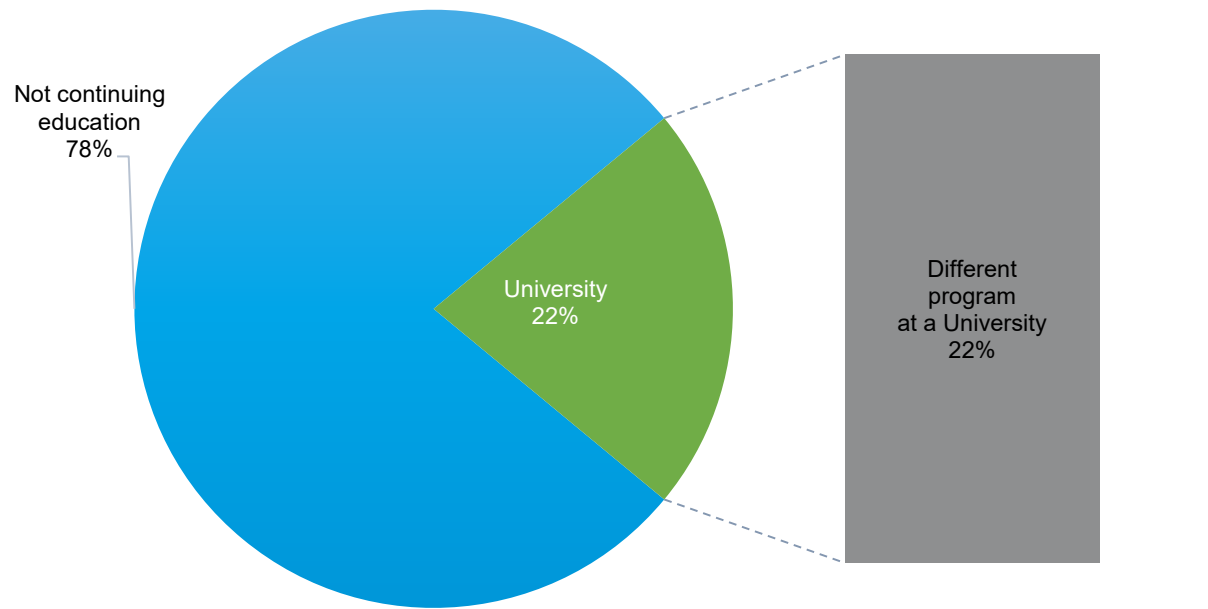
Comparison of Early Leaver Students	2018	2020	2022	2024
Percentage who continued education in the same program at university	IR	IR	13%	38%
Percentage who continued education in a different program at university	IR	IR	38%	38%
Percentage who continued education at a college or technical institute	IR	IR	0%	0%
How well did the program academically prepare you for the university environment	IR	IR	IR	100%
How well did the program prepare you for the university environment	IR	IR	IR	100%
Percentage satisfied with quality of education experience	IR	IR	88%	75%
Attended MacEwan University full-time all terms	IR	IR	75%	88%
Completed two or more years of study at MacEwan University*	IR	IR	67%	75%



Business Management
Diploma

Number of Respondents: 9
University Transfer Rate: 22%
Percentage Overall Continuing Their Education: 22%
Percentage Satisfied with Overall Quality: 88%

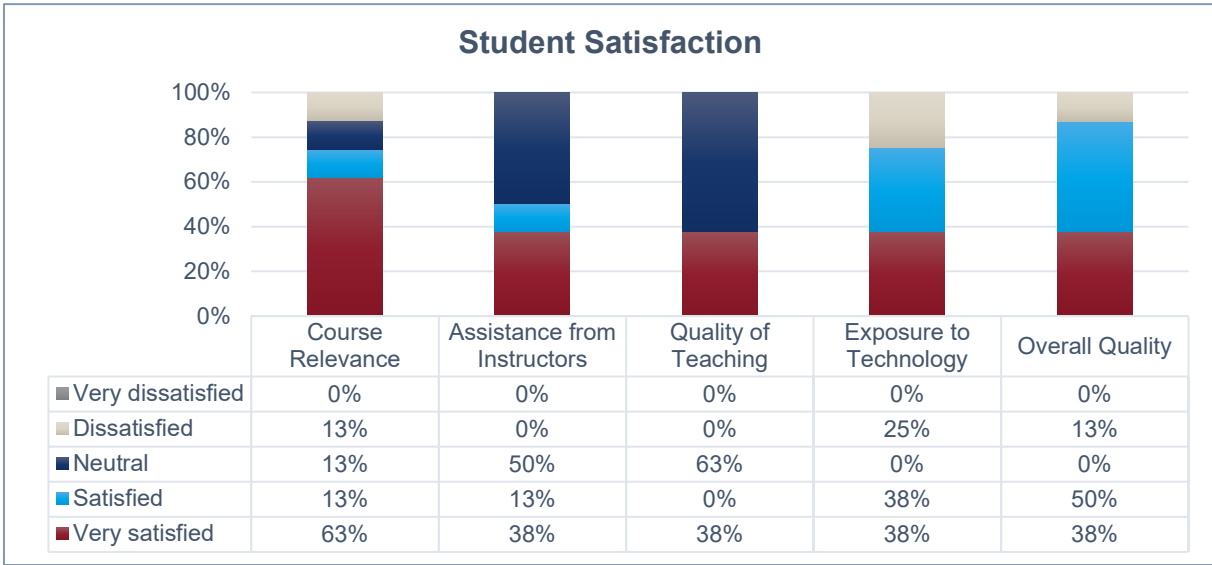
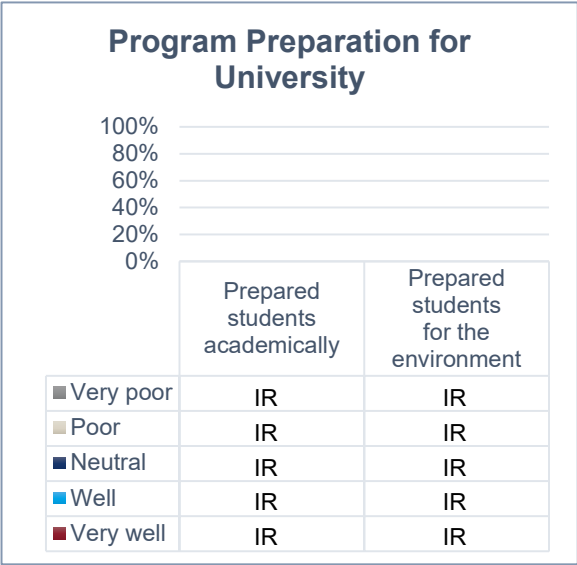
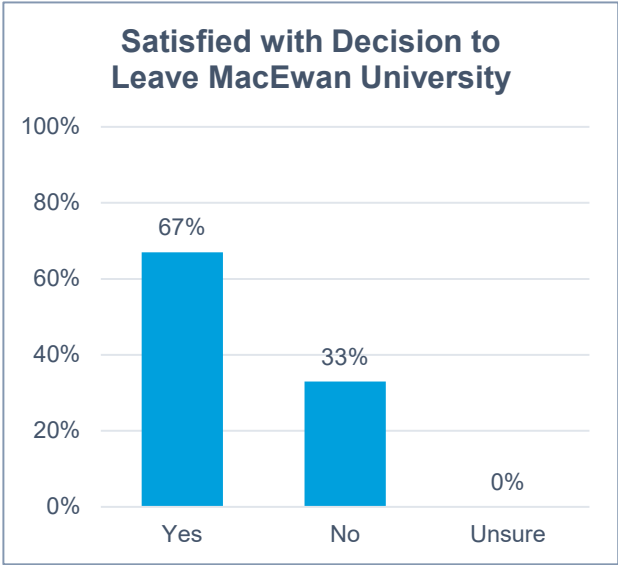
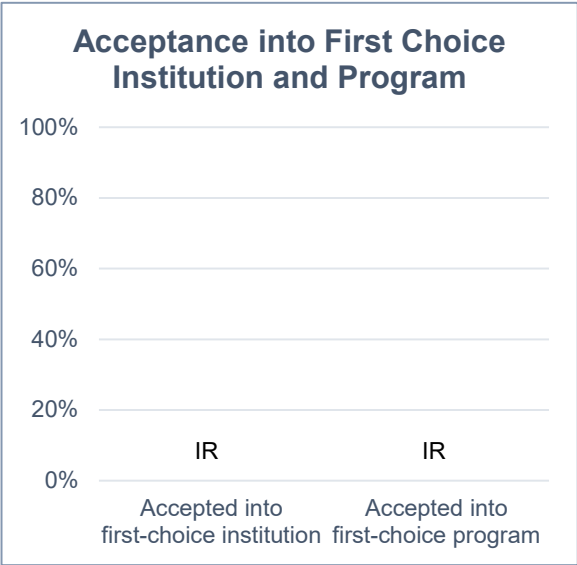
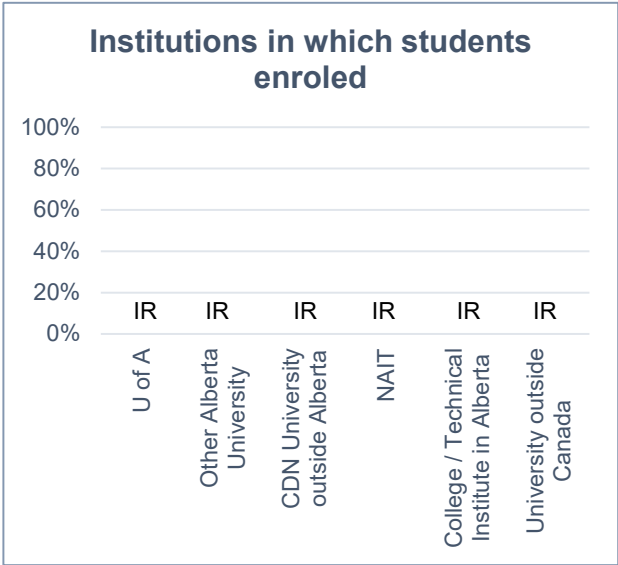
Overall Results



Top Three Reasons for Leaving

Student Satisfaction				
Satisfied with quality of teaching in the program	38%	Family commitments / personal reasons 43%	Program / courses / majors not available 14%	Finances / tuition 14%
Satisfied with individual assistance provided by instructors	51%			
Would recommend the program to others	89%			

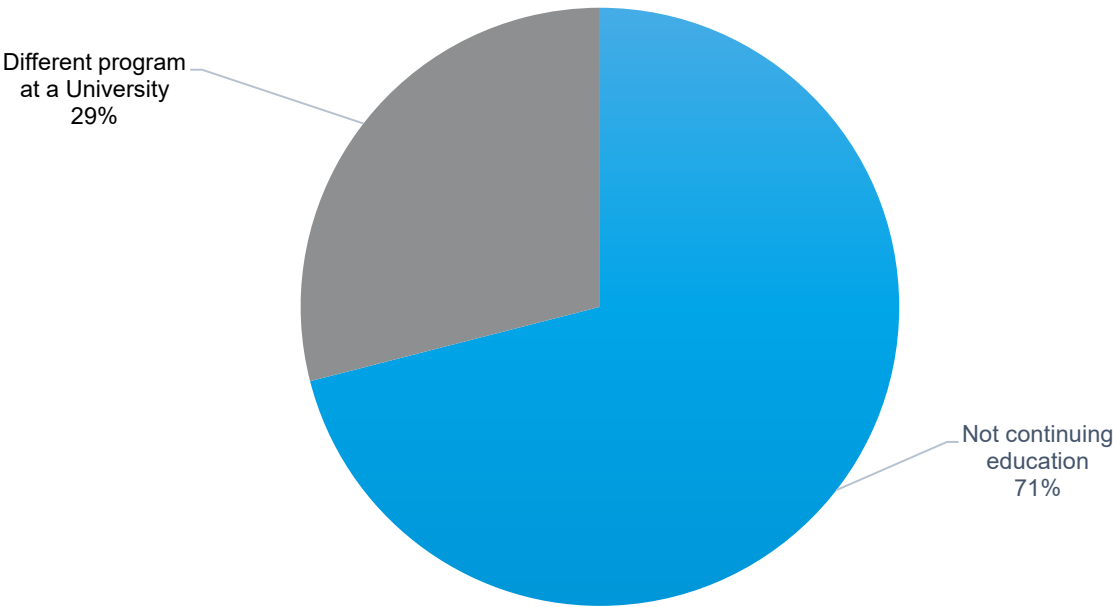
Comparison of Early Leaver Students	2018	2020	2022	2024
Percentage who continued education in the same program at university	2022 marks the first year that the Early Leaver Survey was administered to diploma programs		10%	0%
Percentage who continued education in a different program at university			0%	22%
Percentage who continued education at a college or technical institute			0%	0%
How well did the program academically prepare you for the university environment			IR	IR
How well did the program prepare you for the university environment			IR	IR
Percentage satisfied with quality of education experience			80%	88%
Attended MacEwan University full-time all terms			40%	33%
Completed two or more years of study at MacEwan University*			43%	33%



Hearing Aid Practitioner

Number of Respondents: 7
University Transfer Rate: 29%
Percentage Overall Continuing Their Education: 29%
Percentage Satisfied with Overall Quality: 57%

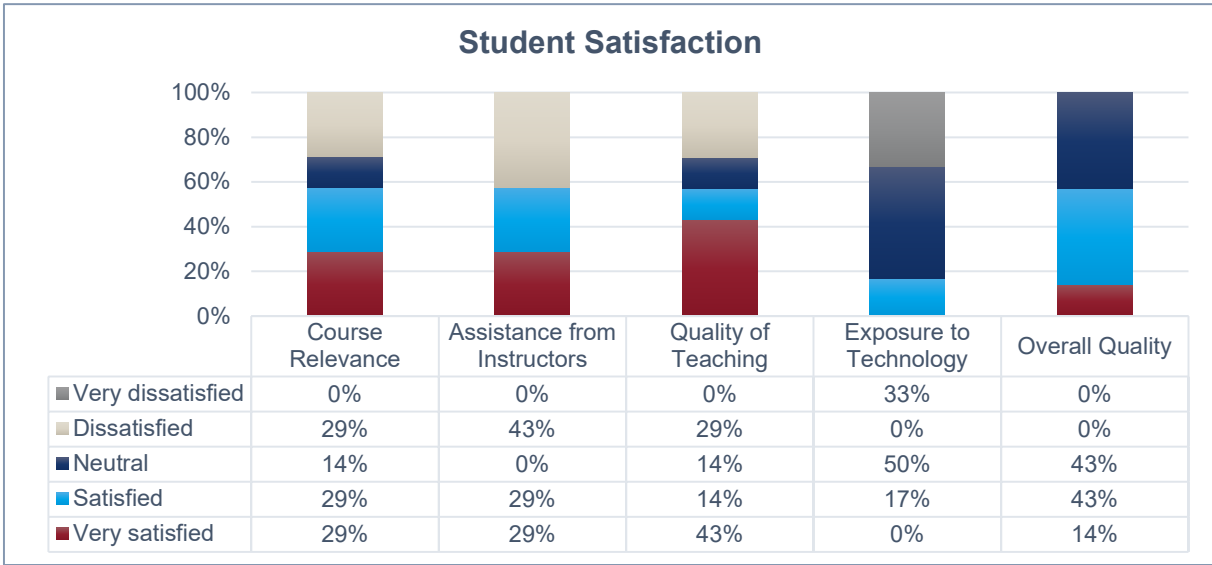
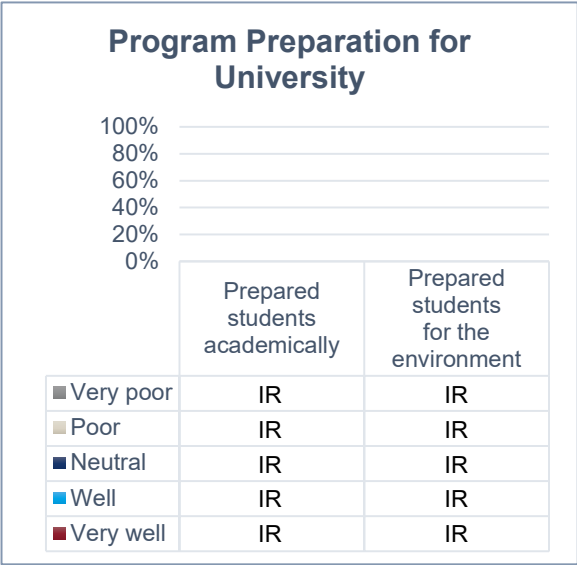
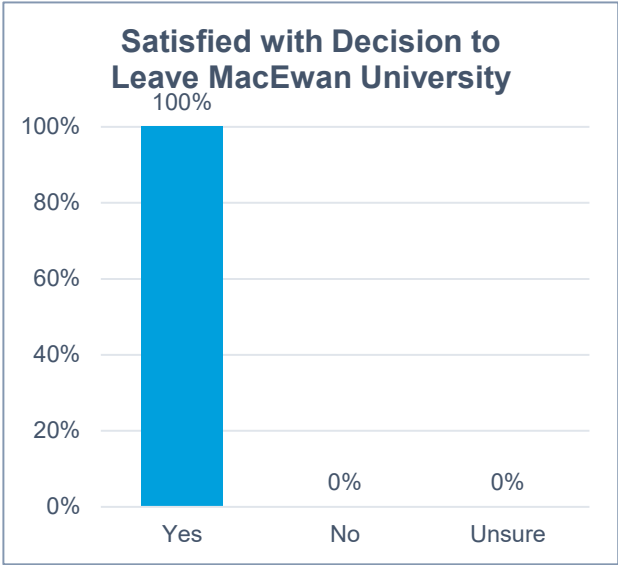
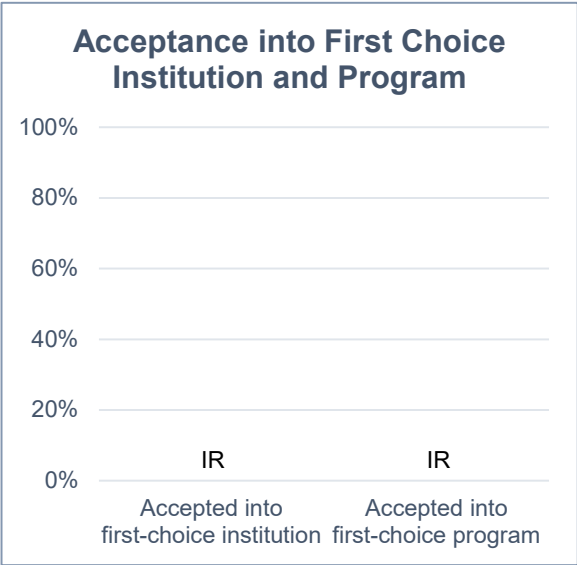
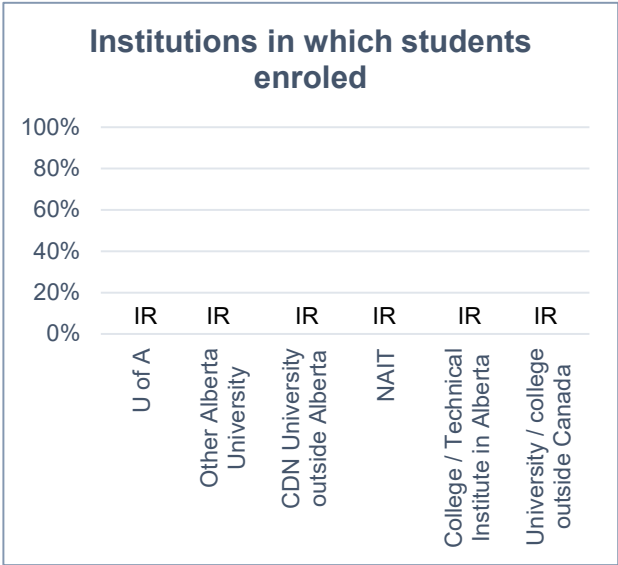
Overall Results



Top Three Reasons for Leaving

Student Satisfaction				
Satisfied with quality of teaching in the program	57%	Family commitments / personal reasons 33%	Program / major / courses not available 17%	Misinformation / not clear what steps to take / bad experience 17%
Satisfied with individual assistance provided by instructors	58%		Changed career goals / interests / plans 17%	Professors / quality of education 17%
Would recommend the program to others	33%			

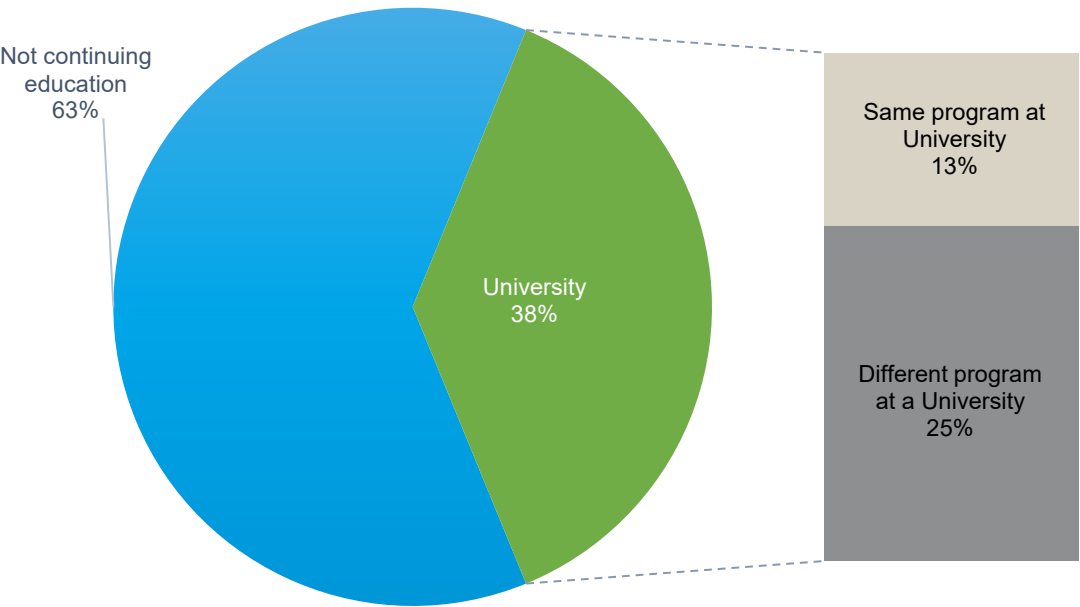
Comparison of Early Leaver Students	2018	2020	2022	2024
Percentage who continued education in the same program at university	2022 marks the first year that the Early Leaver Survey was administered to diploma programs.		17%	0%
Percentage who continued education in a different program at university			17%	29%
Percentage who continued education at a college or technical institute			0%	0%
How well did the program academically prepare you for the university environment			IR	IR
How well did the program prepare you for the university environment			IR	IR
Percentage satisfied with quality of education experience			83%	57%
Attended MacEwan University full-time all terms			33%	29%
Completed two or more years of study at MacEwan University*			0%	29%



Police and Investigations

Number of Respondents: 8
University Transfer Rate: 38%
Percentage Overall Continuing Their Education: 38%
Percentage Satisfied with Overall Quality: 100%

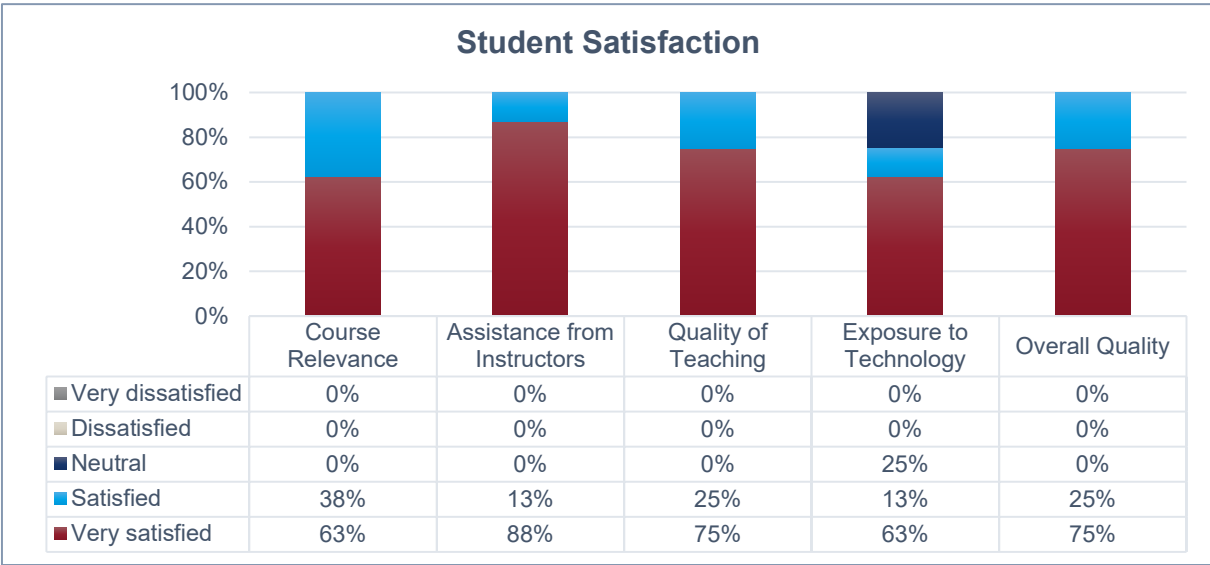
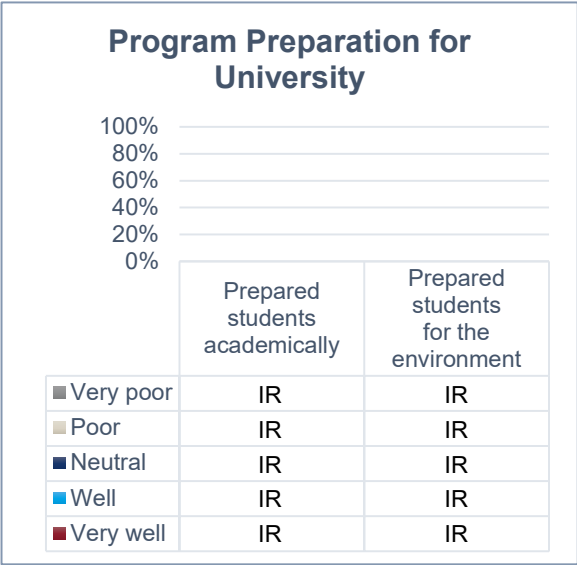
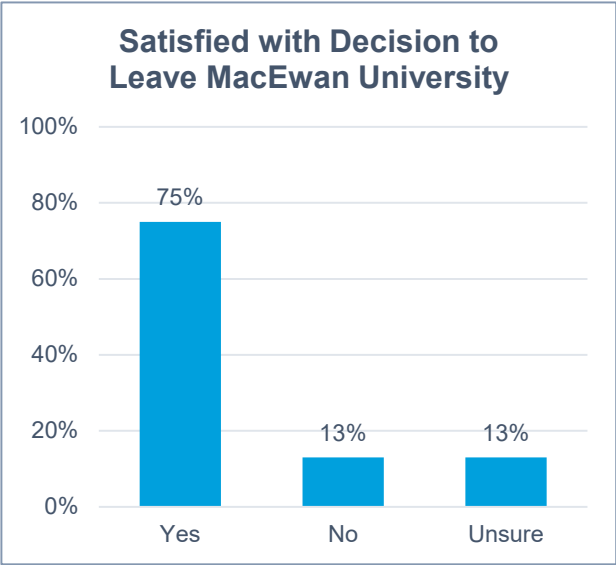
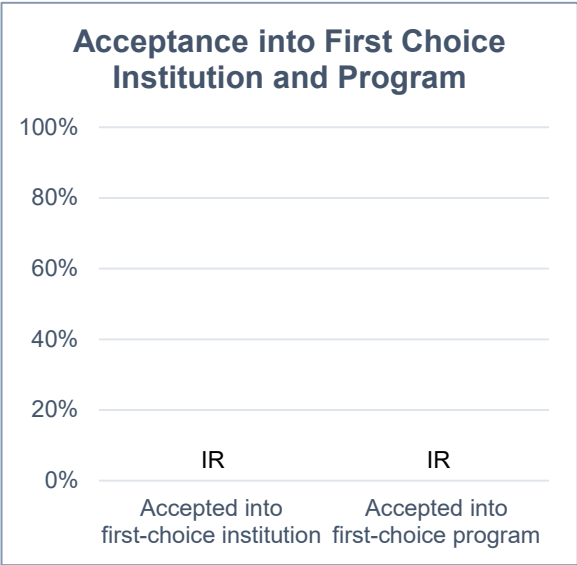
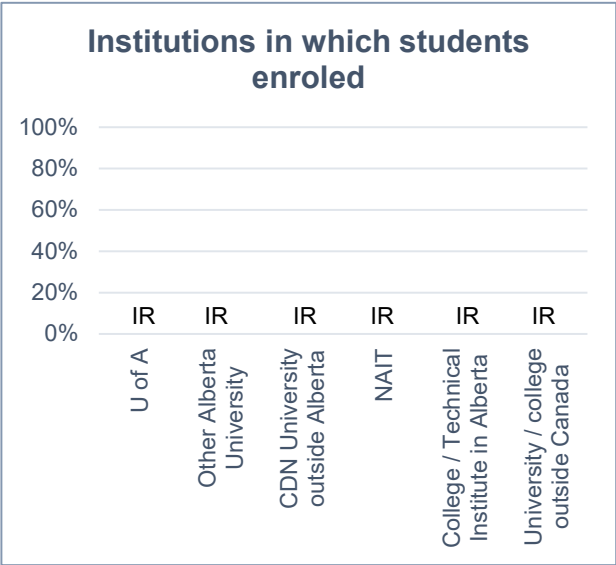
Overall Results



Top Three Reasons for Leaving

Student Satisfaction					
Satisfied with quality of teaching in the program	100%	Changed goals / plans 29%	Finance / tuition 29%	Program / major / courses not available 14%	Family commitments / personal reasons 14%
Satisfied with individual assistance provided by instructors	100%			Work demands 14%	
Would recommend the program to others	88%				

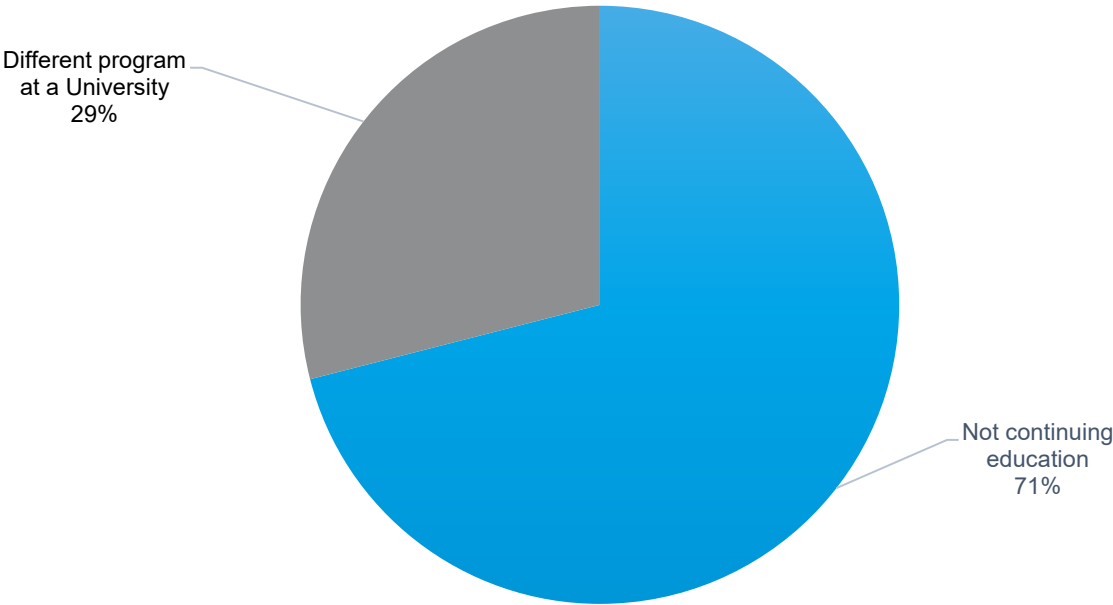
Comparison of Early Leaver Students	2018	2020	2022	2024
Percentage who continued education in the same program at university	2022 marks the first year that the Early Leaver Survey was administered to diploma programs.		0%	13%
Percentage who continued education in a different program at university			33%	25%
Percentage who continued education at a college or technical institute			0%	0%
How well did the program academically prepare you for the university environment			IR	IR
How well did the program prepare you for the university environment			IR	IR
Percentage satisfied with quality of education experience			50%	100%
Attended MacEwan University full-time all terms			67%	63%
Completed two or more years of study at MacEwan University*			0%	63%



Therapist Assistant

Number of Respondents: 7
University Transfer Rate: 29%
Percentage Overall Continuing Their Education: 29%
Percentage Satisfied with Overall Quality: 28%

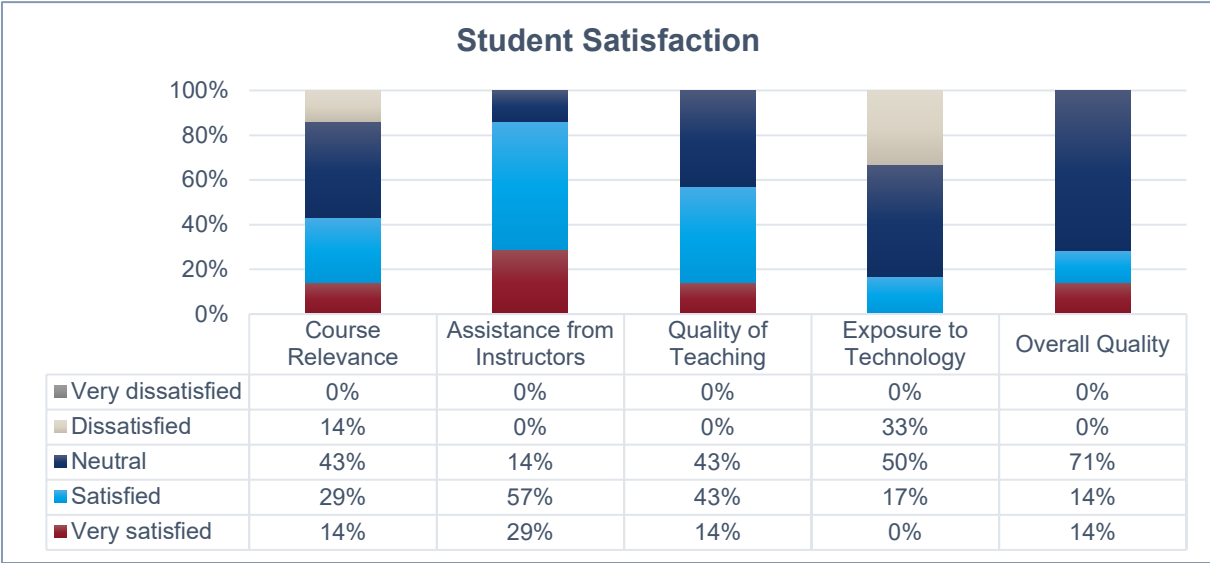
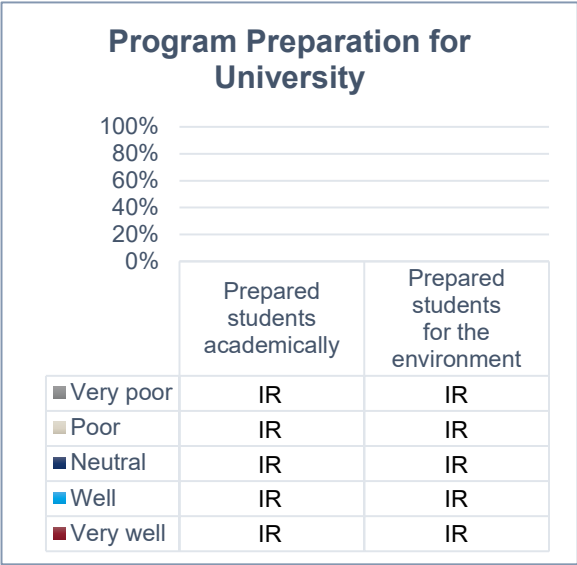
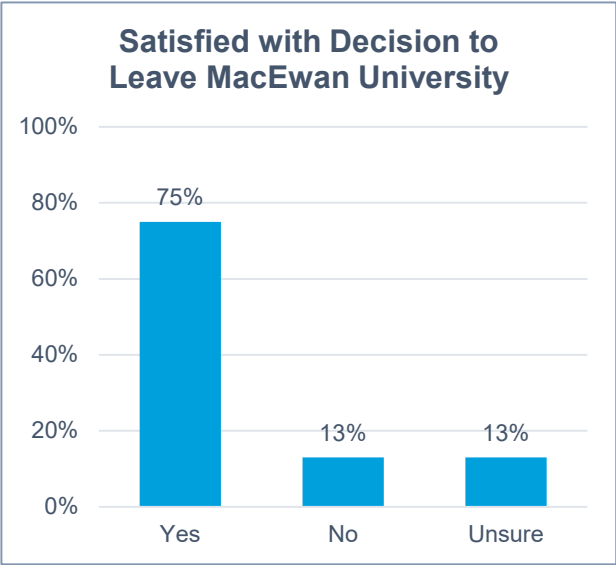
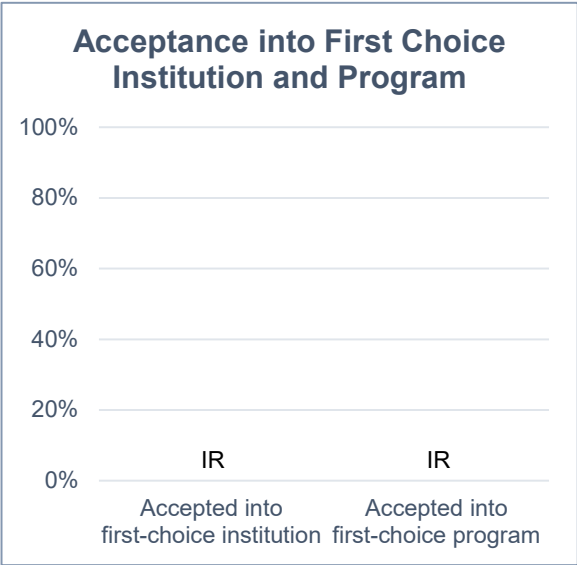
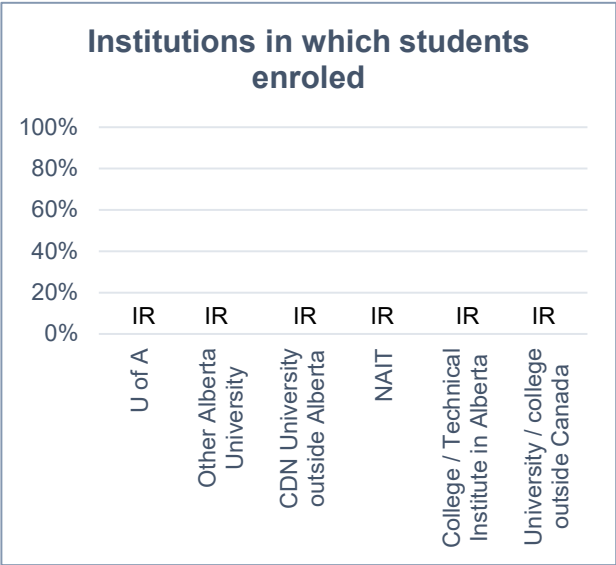
Overall Results



Top Three Reasons for Leaving

Student Satisfaction				
Satisfied with quality of teaching in the program	57%	Changed goals / plans 60%	Program / courses / major not available 40%	Finance / tuition 20%
Satisfied with individual assistance provided by instructors	86%			
Would recommend the program to others	57%			

Comparison of Early Leaver Students	2018	2020	2022	2024
Percentage who continued education in the same program at university	2022 marks the first year that the Early Leaver Survey was administered to diploma programs.		17%	0%
Percentage who continued education in a different program at university			17%	29%
Percentage who continued education at a college or technical institute			0%	0%
How well did the program academically prepare you for the university environment			IR	IR
How well did the program prepare you for the university environment			IR	IR
Percentage satisfied with quality of education experience			83%	28%
Attended MacEwan University full-time all terms			33%	38%
Completed two or more years of study at MacEwan University*			0%	50%



APPENDIX C: EARLY LEAVER SURVEY



Hello, my name is _____ and I'm calling on behalf of MacEwan University.

May I please speak to [NAME]?

If the individual is not available, try to find out when he/she might be available. Explain the purpose of the survey if requested.

If the individual does not live in this household, try to obtain a new telephone number. Explain the purpose of the survey if requested. Thank the person providing the information.

DO NOT collect survey information from parents, roommates or others.

I would like to interview you about your experiences at MacEwan University; the interview will take about 10-12 minutes.

The purpose of this survey is to gather information about satisfaction among students who were registered in programming at MacEwan and learn about their experiences. This information will be used to improve programs and ensure the university meets the needs of its students.

As a thank-you for your time, you can enter your name into a contest draw for a chance to win one of three \$100 VISA gift cards. Of course, any information you provide is strictly confidential.

Would now be a good time for you?

If the individual is unwilling to be interviewed at this time, try to arrange a more convenient time.

Interviewer Note: If respondent seems uncertain or questions the legitimacy of the study consult the script below.

I'd like to assure you that your participation is voluntary, and any information you share with me will be kept confidential. Only group results will be reported and in no way will individuals be identified. If there are questions you do not want to answer please say so and we'll move on to the next one. We can also stop the interview at any time. This survey is being conducted in accordance with the Freedom of Information and Protection of Privacy Act.

Questions regarding the survey or privacy issues can be directed to Julie Green, MacEwan's Registrar & Associate Vice-President, Strategic Enrolment Management, and Executive Director of Institutional Analysis & Planning at 587-338-7209.

ONLINE OPTION FOR THOSE REFUSING OR HESITANT – ONLY OFFERED IF THEY REFUSE TO COMPLETE BY TELEPHONE

Would you prefer to complete the survey online at your own convenience?

A. Regarding your educational status, are you currently... **[READ]**

- ☐ Enrolled in **the same or similar** program at another university → **GO TO Q1**
- ☐ Enrolled in **a different** program at another university → **GO TO Q1**
- ☐ Enrolled in another university transfer or degree program at MacEwan → **Thank and terminate**
- ☐ Enrolled in a non-baccalaureate program at MacEwan (e.g., diploma or certificate) → **GO TO Q1**
- ☐ Enrolled at a college or technical institute → **GO TO Q1**
- ☐ Not enrolled → **GO TO Q1**

Thank and terminate, read: I'm sorry to have bothered you, but I'm afraid this survey only applies to those who did not return for the fall semester at MacEwan. Thank you for your time.

MACEWAN UNIVERSITY EARLY LEAVER SURVEY 2024¹⁶

Participant ID: [INSERT PARTICIPANT'S 7-DIGIT MACEWAN ID FROM SAMPLE]

Gender:

- ☐ Male [CODE AS 1] ☐ Female [CODE AS 2]

1. [IMPORT PROGRAM FROM SAMPLE FILE] but also ask:

Our records show that you were attending in the [PROGRAM NAME] program. Is this correct? [DO NOT READ RESPONSE OPTIONS.]

1. Yes

2. No

98.

Don't know/refused

If NO, **ASK:** What program were you attending at MacEwan?

[RECORD PROGRAM NAME]

2. Which of the following best describes your enrollment at MacEwan University? **[READ]**

Full-time all terms

☐ Part-time all terms

☐ Full-time most terms

☐ Other (please specify)_____]

☐ Equally split between full- and part-time

☐ Refused [DO NOT READ]

☐ Part-time most terms

Full-time status equals 3 or more courses per term.

3. How many course credits did you complete in this program?

☐ 15 or less

☐ 46 - 59

☐ 16 - 30

☐ 60 or more

☐ 31 - 45

☐ Don't know [DO NOT READ]

☐ Refused [DO NOT READ]

¹⁶ Note: questions highlighted in red were removed in order to shorten the survey (in an effort to increase response rates) and in cases where possible, institutional data was used; in order to maintain the skip logic, the questions were not removed from the copy of the survey instrument.

NOTE TO INTERVIEWERS: "Program" refers to program taken at MacEwan University.

4. **Asked only of students who are not enrolled:** There are many reasons that students leave an educational institution, including institutional reasons and personal reasons. Using a five-point scale with 1 being not at all significant and 5 being very significant, please rate the significance of each of the following **INSTITUTIONAL REASONS** regarding your decision to leave MacEwan. [ASKED ONLY OF STUDENTS WHO ARE NOT ENROLLED]

a.	Could not get the courses you wanted	①	②	③	④	⑤
b.	Location	①	②	③	④	⑤
c.	Class size	①	②	③	④	⑤
d.	Chose to withdraw because of poor grades	①	②	③	④	⑤
e.	Dissatisfied with the quality of instruction	①	②	③	④	⑤

5. **Asked only of students who are not enrolled:** Using a five-point scale, with 1 being **not at all significant** and 5 being **very significant**, please rate the significance of each of the following **PERSONAL REASONS** regarding your decision to leave the University [ASKED ONLY OF STUDENTS WHO ARE NOT ENROLLED]

a.	Care for dependent child or children	①	②	③	④	⑤
b.	Conflict with work demands	①	②	③	④	⑤
c.	Insufficient financial resources	①	②	③	④	⑤
d.	Moving out of the Edmonton area	①	②	③	④	⑤
e.	Health reasons (mental or physical)	①	②	③	④	⑤
f.	Did not achieve personal expectations	①	②	③	④	⑤
g.	Feeling isolated or alone at the University	①	②	③	④	⑤

EMPLOYMENT & EDUCATION STATUS – Ask of all students

6. Regarding your employment status, are you currently... [READ]

- ☐ Employed
 - ☐ Full-time
 - ☐ Part-time
- ☐ Unemployed, seeking employment
- ☐ Unemployed, not seeking employment

If Q.A =Not enrolled, ask Q7 then go to Q18, otherwise go to Q8:

7. Are you planning to continue your education? **[DO NOT READ]**

- ☐ Yes
- ☐ No
- ☐ Unsure
- ☐ Refused

8. What is your program of study? – **only ask Q8-16 if enrolled**

[ENTER PROGRAM NAME] _____

- ☐ General interest [DO NOT READ]
- ☐ Don't know [DO NOT READ]
- ☐ Refused [DO NOT READ]

If Q.A =Enrolled in a career program at MacEwan, record as MacEwan and go to Q10:

9. Which institution(s) are you currently attending? **[do not read]**

- ☐ Athabasca University
- ☐ University of Alberta
- ☐ University of Alberta – Augustana Campus
- ☐ University of Calgary
- ☐ University of Lethbridge
- ☐ Ambrose University College (formerly Alliance / Canadian Nazarene University Colleges)
- ☐ Canadian University College
- ☐ Concordia University
- ☐ The King's University
- ☐ St. Mary's University College
- ☐ Taylor University College & Seminary
- ☐ Alberta College of Art & Design (ACAD)
- ☐ Bow Valley College
- ☐ Northwestern Polytechnic
- ☐ MacEwan University
- ☐ Keyano College
- ☐ Lakeland College
- ☐ Lethbridge Community College
- ☐ Medicine Hat College
- ☐ Mount Royal
- ☐ NorQuest College
- ☐ Northern Lakes College
- ☐ Olds College
- ☐ Portage College
- ☐ Red Deer College
- ☐ NAIT
- ☐ SAIT
- ☐ Other [SPECIFY] _____
- ☐ Don't know
- ☐ Refused

10. Will your program of study lead to a...**[READ]**

- ☐ Certificate
- ☐ Extension certificate
- ☐ Diploma
- ☐ Applied degree
- ☐ Undergraduate degree
- ☐ Graduate degree
- ☐ Professional degree (e.g., Law, Dentistry, Medicine)
- ☐ Professional designation (e.g., CMA – Certified Management Accounting)
- ☐ Other [specify] _____
- ☐ Don't know [DO NOT READ]
- ☐ Refused [DO NOT READ]

11. Were you accepted by the institution that was your first choice? **[DO NOT READ]**

- ☐ Yes
- ☐ No
- ☐ Don't know
- ☐ Refused

12. Were you accepted into your first choice program? **[DO NOT READ]**

- ☐ Yes
- ☐ No
- ☐ Don't know
- ☐ Refused

13. Were there any courses for which you expected credits but did not receive them? **[DO NOT READ]**

- ☐ Yes
- ☐ No → **GO TO Q15**
- ☐ Don't know → **GO TO Q15**
- ☐ Refused → **GO TO Q15**

14. Please identify these course(s):

- ☐ Course #1 [ENTER RESPONSE] _____
- ☐ Course #2: [ENTER RESPONSE] _____
- ☐ Course #3: [ENTER RESPONSE] _____

15. Did you experience any difficulties when transferring from MacEwan? **[DO NOT READ]**

- ☐ Yes
- ☐ No → **GO TO Q17**
- ☐ Refused → **GO TO Q17**

16. Please explain the type of difficulty(s) you encountered.

[ENTER RESPONSE] _____

ASK Q17 ONLY IF ATTENDING ANOTHER UNIVERSITY IN Q.A, OTHERWISE GO TO Q18.

17. On a 5-point scale where 1 is “very poorly” and 5 is “very well,” how well did the program...

	Very Poorly					Very Well	Don't know	Refused
a. Prepare you academically for university studies	①	②	③	④	⑤		<input type="radio"/>	<input type="radio"/>
b. Prepare you for the university environment	①	②	③	④	⑤		<input type="radio"/>	<input type="radio"/>

SERVICES & RESOURCES

18. Using a 5-point scale where 1 is “very dissatisfied” and 5 is “very satisfied,” how satisfied are you with the following services and resources provided by MacEwan?

	Very dissatisfied					Very satisfied	Don't know	Refused
a. Classroom facilities	①	②	③	④	⑤		<input type="radio"/>	<input type="radio"/>
b. Equipment provided in program labs	①	②	③	④	⑤		<input type="radio"/>	<input type="radio"/>
c. Equipment provided in computer labs	①	②	③	④	⑤		<input type="radio"/>	<input type="radio"/>
d. Student portal (i.e., myMacEwan.ca)	①	②	③	④	⑤		<input type="radio"/>	<input type="radio"/>
e. Technology Helpdesk	①	②	③	④	⑤		<input type="radio"/>	<input type="radio"/>
f. Library – helpfulness of staff	①	②	③	④	⑤		<input type="radio"/>	<input type="radio"/>
g. Library – collections (e.g., books, journals, videos/DVDs, e-resources, etc.)	①	②	③	④	⑤		<input type="radio"/>	<input type="radio"/>
h. Library – services (e.g., interlibrary loans, Library tours, evaluating on-line information, etc.)	①	②	③	④	⑤		<input type="radio"/>	<input type="radio"/>
i. Bookstore – availability of course materials	①	②	③	④	⑤		<input type="radio"/>	<input type="radio"/>
j. Bookstore – quality of service	①	②	③	④	⑤		<input type="radio"/>	<input type="radio"/>
k. Registrar's Office – helpfulness of staff	①	②	③	④	⑤		<input type="radio"/>	<input type="radio"/>
l. Registrar's Office – information provided	①	②	③	④	⑤		<input type="radio"/>	<input type="radio"/>
m. Registrar's Office – timeliness of processing your requests	①	②	③	④	⑤		<input type="radio"/>	<input type="radio"/>
n. The process of registering for courses	①	②	③	④	⑤		<input type="radio"/>	<input type="radio"/>
o. The process of adding/dropping courses	①	②	③	④	⑤		<input type="radio"/>	<input type="radio"/>
p. Food Services	①	②	③	④	⑤		<input type="radio"/>	<input type="radio"/>

	Very dissatisfied					Very satisfied	Don't know	Refused
q. Security Services (e.g., safewalk/security escorts, campus patrols, monitoring security, etc.)	①	②	③	④	⑤		<input type="radio"/>	<input type="radio"/>
r. Sport and Wellness facilities	①	②	③	④	⑤		<input type="radio"/>	<input type="radio"/>
s. kihêw waciston Indigenous Centre	①	②	③	④	⑤		<input type="radio"/>	<input type="radio"/>

If any of Q18 is rated 1 or 2, ask:

19. You mentioned you were not satisfied with **[list items from Q18]**. What could have made any of these services more satisfying?

Record verbatim

20. Did you seek advice from an academic advisor *within* your program? **Ask of all students.**

☐ Yes

☐ Don't know → **GO TO Q23**

☐ No → **GO TO Q23**

☐ Refused → **GO TO Q23**

21. Using a 5-point scale where 1 is “very dissatisfied” and 5 is “very satisfied,” how satisfied are you with the advice you received from the academic advisor?

Very dissatisfied					Very satisfied	Don't know	Refused
①	②	③	④	⑤		<input type="radio"/>	<input type="radio"/>

If Q21 is rated 1 or 2, ask:

22. What could have made the advice you received more satisfying?

[ENTER RESPONSE] _____

23. On a 5-point scale where 1 is “very dissatisfied” and 5 is “very satisfied,” how satisfied are you with the following components of your program of study?

	Very dissatisfied					Very satisfied	Don't know	Refused
a. The relevance of your courses	①	②	③	④	⑤		<input type="radio"/>	<input type="radio"/>
b. Individual assistance provided by instructors	①	②	③	④	⑤		<input type="radio"/>	<input type="radio"/>
c. The quality of teaching in your program	①	②	③	④	⑤		<input type="radio"/>	<input type="radio"/>
d. Exposure to technologies in your field of study	①	②	③	④	⑤		<input type="radio"/>	<input type="radio"/>
e. The overall quality of your educational experience	①	②	③	④	⑤		<input type="radio"/>	<input type="radio"/>

For each of Q23 rated 1 or 2 ask:

24. What could have made your educational experience more satisfying?

The relevance of your courses	[ENTER RESPONSE] _____
Individual assistance provided by instructors	[ENTER RESPONSE] _____
The quality of teaching in your program	[ENTER RESPONSE] _____
Exposure to technologies in your field of study	[ENTER RESPONSE] _____
The overall quality of your educational experience	[ENTER RESPONSE] _____

25. What do you see as the major strengths of the program you completed at MacEwan?

[ENTER RESPONSE] _____

26. What do you see as areas that need more focus or strengthening?

[ENTER RESPONSE] _____

27. Based on your experiences, would you recommend studying in the [PROGRAM NAME] program to a friend, colleague or family member? [DO NOT READ]

- | | |
|--|--|
| <input type="radio"/> Yes → GO TO Q29 | <input type="radio"/> Don't know → GO TO Q29 |
| <input type="radio"/> No | <input type="radio"/> No response → GO TO Q29 |

28. Why wouldn't you recommend the program.

[ENTER RESPONSE] _____

29. Overall, would you recommend MacEwan to a friend, colleague or family member? [DO NOT READ]

- | | |
|--|--|
| <input type="radio"/> Yes → GO TO Q31 | <input type="radio"/> Don't know → GO TO Q31 |
| <input type="radio"/> No | <input type="radio"/> No response → GO TO Q31 |

30. Why wouldn't you recommend MacEwan?

[ENTER RESPONSE] _____

31. Why did you choose to transfer instead of completing your degree at MacEwan? (do not ask of Phys. Ed. transfer programs). **Ask only of students continuing their education.**

[ENTER RESPONSE] _____

32. If you were to identify the primary reason for not continuing at MacEwan, what would it be? – open-ended comment box

33. Overall, are you satisfied with your decision to leave MacEwan University?

- ☐ Yes
☐ No
☐ Not sure

34. Please explain (open-ended comment box)

35. Do you have any final comments or suggestions you would like to make about the University or your program?

[ENTER RESPONSE] _____

QNAMEM

As I mentioned earlier, you can enter your name into a draw for one of three \$100 VISA gift cards as a thank-you for your time. Would you like to enter the draw? [INTERVIEWER: If no, select "prefer not to provide" below.]

Please confirm your name (first name is fine), as well as the best phone number to reach you at if you are chosen as the draw winner.

[RECORD DETAILS BELOW]

NAME:

PHONE NUMBER:

Prefer not to provide

This concludes the survey. On behalf of MacEwan University, thank you for taking time today to provide feedback.