

The New Student Experience Survey is conducted every two years with students who are new to MacEwan University or have not taken credit courses previously. Students in University Preparation and English as Additional Language are not included in the survey.

Prior to 2018, the survey was administered in two parts: one part sent in the fall term and the other sent in the winter term. In 2018 the parts were combined into one winter term survey. Where questions were in both parts, the winter responses are used for comparison.

Response Rate*					
	2009-10	2011-12	2013-14	2015-16	2018
Overall Responses	1,154	1,262	1,419	1,302	1,131
Response Rate	n/a	n/a	18.6%	23.3%	26.8%

*Response rates are for the overall survey and do not necessarily represent response rates for individual questions.

Respondent Demographics*					
	2009-10	2011-12	2013-14	2015-16	2018
Minority group	18.5%	19.3%	22.3%	22.6%	25.8%
Indigenous students	6.5%	6.5%	5.4%	7.0%	8.0%
Disability [†]	11.0%	11.4%	13.6%	17.9%	32.8%
Has dependents	16.5%	20.4%	23.0%	18.4%	16.6%
International Resident (PeopleSoft)	2.9%	1.9%	3.7%	4.9%	4.5%
Female (PeopleSoft)	69.5%	72.7%	76.5%	76.7%	69.5%
Age (PeopleSoft as at Oct 15 of the academic year of the survey)					
< 18	4.5%	5.9%	4.9%	5.7%	10.1%
18-20	50.8%	54.2%	47.6%	51.5%	61.7%
21-23	16.8%	17.8%	17.9%	16.9%	11.8%
24-26	10.1%	9.1%	9.6%	8.4%	5.4%
27-29	4.2%	4.5%	5.6%	5.0%	2.7%
30 +	13.5%	8.4%	14.4%	12.5%	8.3%

*Demographics reflect the characteristics of survey respondents only and may not be representative of the entire new student population. Unless otherwise noted as being "PeopleSoft" values, information is self reported by survey respondents and may differ from information reported in PeopleSoft.

[†]Questions regarding disabilities was expanded in 2018 to align with the CUSC survey where respondents are asked they had either a temporary or permanent disability. This has resulted in a higher number of respondents indicating a disability and historic reporting is not, therefore, comparable.

Educational Background and Preparation					
	2009-10	2011-12	2013-14	2015-16	2018
Last a student					
1-2 years ago	74.9%	79.7%	77.2%	78.8%	64.8%
3-4 years ago	10.5%	8.8%	9.0%	8.2%	12.2%
5-6 years ago	4.6%	4.0%	4.0%	4.2%	6.9%
> 6 years ago	9.9%	7.6%	9.8%	8.7%	16.0%

Historic responses may not be comparable as this question was clarified in 2018 where respondents were asked to select the last year in which they were a high school student. Previously, respondents were asked only how many years ago they were last in school.

Previous Educational Attainment					
	2009-10	2011-12	2013-14	2015-16	2018
Less than high school	1.2%	1.5%	1.4%	1.0%	4.3%
High school	56.9%	77.4%	72.3%	74.4%	46.3%
Some college or technical school (no certificate or diploma)	0.0%	0.0%	0.0%	0.0%	9.0%
College or technical school	24.7%	11.6%	13.3%	12.0%	6.8%
University	16.3%	8.5%	11.7%	11.7%	n/a
Some university (no degree or diploma)	option split in 2018				22.0%
Undergraduate university degree (e.g. BA, BSc, etc.)	option split in 2018				9.7%
Professional or Graduate school	0.9%	0.9%	1.4%	0.9%	n/a
Professional degree (e.g. law, medicine, etc)	option split in 2018				0.8%
Graduate degree (e.g. Master's, PhD)	option split in 2018				1.2%

First Generation in Family to Attend University	2009-10	2011-12	2013-14	2015-16	2018
	54.8%	59.5%	55.5%	52.5%	48.6%

Options related to previous education attainment of the respondents and their parents were adjusted in 2018 to align with the CUSC survey. "First Generation in Family to Attend University" is flagged as "yes" if neither the mother nor the father had attended university.

Applying to MacEwan University (Prior to 2018, the following questions were asked in the fall portion of the survey).

	2009-10	2011-12	2013-14	2015-16	2018
To how many post-secondary schools did you apply to start this year?					
MacEwan only	74.0%	71.0%	70.6%	66.1%	58.2%
MacEwan and 1 other school	20.1%	23.1%	23.0%	26.1%	31.7%
MacEwan and 2-3 other schools	5.3%	5.2%	5.7%	7.2%	9.5%
MacEwan and 4 or more other schools	0.6%	0.6%	0.7%	0.6%	0.7%

Which school was your first choice?					
MacEwan	84.9%	85.3%	81.7%	82.3%	79.2%
University of Alberta	9.4%	9.7%	13.8%	12.6%	15.5%
Another university	1.9%	1.7%	1.1%	2.6%	2.9%
NAIT	1.2%	1.4%	1.6%	1.5%	1.8%
Another college/Technical Institute	1.3%	0.4%	0.4%	0.7%	0.6%
Other	1.4%	1.5%	1.3%	0.3%	0.0%

What MacEwan advertising have you seen/heard in the last year? (Respondents could select all answers that applied).					
Social media	option added in 2018				58.9%
MacEwan brochures/publications	30.9%	63.5%	55.4%	58.8%	56.5%
Internet advertising	58.4%	34.8%	37.0%	46.3%	35.5%
Billboards	39.6%	56.2%	50.9%	38.6%	30.5%
Buses	50.2%	59.4%	44.6%	38.0%	21.2%
Radio	53.5%	36.0%	34.6%	14.4%	11.9%
Newspaper	42.0%	37.3%	31.5%	25.7%	9.7%
TV	27.9%	35.1%	16.8%	10.0%	5.5%

What was the most important source you used for information when making your decision to attend MacEwan?					
Friend or family member	7.3%	27.8%	26.9%	27.3%	30.5%
MacEwan website	0.9%	19.5%	26.3%	26.3%	24.7%
Open House at MacEwan	26.0%	10.7%	6.8%	7.7%	8.8%
High school counselor/teacher	5.2%	6.6%	6.3%	8.5%	6.6%
MacEwan student/former student	6.6%	9.6%	8.1%	8.1%	6.5%
Information session at MacEwan	2.6%	6.0%	5.1%	3.7%	5.3%
Program brochure/University calendar	3.1%	7.1%	7.4%	5.8%	4.5%
Another post-secondary educational institution	7.7%	2.8%	3.3%	3.2%	3.5%
MacEwan counselor/student advisor	23.8%	4.7%	4.7%	2.8%	3.0%
MacEwan presentation at high school	9.3%	2.7%	2.4%	3.4%	2.9%
Other MacEwan staff member/department	6.4%	1.5%	1.6%	1.7%	2.6%
Professional organization website	1.2%	1.0%	1.0%	1.5%	1.2%

What was the most important reason you enrolled at MacEwan?					
Smaller class sizes at MacEwan	8.8%	24.6%	22.2%	21.3%	18.1%
Offered first-choice program	22.4%	18.7%	16.0%	17.3%	14.7%
Friend(s)/relative(s) recommended or attended MacEwan	0.7%	7.1%	9.3%	10.1%	12.7%
Reputation of MacEwan as a whole	6.1%	9.9%	9.0%	8.7%	11.1%
Reputation/quality of program(s)	9.6%	14.1%	14.9%	15.3%	10.5%
Location of MacEwan (in Edmonton)	13.3%	4.2%	4.6%	4.8%	9.6%
Did not gain entrance to first-choice school	0.7%	3.7%	5.1%	5.0%	8.8%
Low cost of tuition and other fees	2.9%	3.2%	3.2%	4.0%	5.8%
Transfer opportunities to other schools	5.5%	9.2%	10.0%	8.5%	3.9%
Counselor/teacher recommended MacEwan	15.2%	0.7%	0.8%	0.3%	1.7%
Varsity athletics available	option added in 2018				1.3%
Reputation of instructors	6.1%	0.6%	0.5%	0.6%	0.9%
Had taken courses at MacEwan and enjoyed them	0.3%	3.8%	3.8%	3.5%	0.7%
Reputation/quality of recreation and fitness services	8.4%	0.3%	0.6%	0.6%	0.1%

What is your primary goal after you complete your program?					
Get a related job	58.3%	59.9%	59.6%	63.7%	50.3%
Transfer to a different university (to complete degree)	16.9%	14.6%	14.8%	12.4%	18.9%
Continue education	17.4%	19.2%	20.2%	17.9%	see below
Continue education at a different university	option split in 2018				18.5%
Continue education at MacEwan					7.8%
Get any job	3.1%	2.6%	2.2%	4.5%	3.3%
Other goal	4.4%	3.6%	3.2%	1.4%	0.8%
Undecided	option added in 2018				0.4%

New Student Orientation (NSO)

	2009-10	2011-12	2013-14	2015-16	2018
Attended an NSO this fall or winter	question added in 2015-16			46.3%	59.8%

If you attended an Orientation, to what extent did what you learned help you...*					
...feel more confident about being a student at MacEwan	question added in 2018				57.6%
...increase your sense of belonging at MacEwan	question added in 2018				48.5%
...understand how things work at MacEwan	question added in 2015-16		51.4%	63.3%	
...learn about services available to help you study	question added in 2015-16		36.7%	55.4%	
...find information about campus life	question added in 2018				50.3%
...help your personal and social transition to university	question added in 2018				45.0%

* The percent of respondents who attended and found the orientation somewhat or very helpful in each area (ranking of 4 or 5 on a 5-point scale).

Attending

	2009-10	2011-12	2013-14	2015-16	2018
How successful have you been with respect to education in...					
Getting into all the courses you want	79.7%	76.6%	72.2%	68.4%	62.1%
Getting good grades	62.4%	60.4%	61.5%	64.0%	58.7%
Meeting friend and family expectations	67.6%	66.0%	63.0%	63.0%	59.6%
Meeting your own expectations	59.5%	56.8%	54.0%	53.1%	53.8%
Managing the number of assignments	54.9%	53.7%	49.7%	51.4%	49.1%
Preparing for exams	49.0%	46.6%	45.9%	46.1%	44.2%
Balancing friends and family with school	44.0%	41.4%	37.3%	37.5%	36.7%
Managing travel time to and/or from MacEwan	63.3%	63.2%	58.8%	62.3%	58.1%
Having enough money	30.3%	28.7%	27.8%	26.7%	29.9%
Balancing school and work	36.9%	41.6%	38.4%	35.3%	35.3%
Managing care for a dependent child or children	56.0%	52.2%	45.0%	51.7%	53.9%
Managing care for other dependent family member(s)	51.4%	48.7%	41.6%	44.9%	47.2%
Making friends with other students	61.3%	61.4%	51.4%	49.7%	47.4%
Feeling as if I belong at MacEwan	67.4%	67.3%	56.1%	57.9%	56.0%

* The percent of respondents who answered the question and indicated they were successful or very successful in each area (ranking of 4 or 5 on a 5-point scale).

How are you paying for school? (Respondents could select all answers that applied).

Family will help with money	50.3%	50.2%	50.3%	49.0%	47.6%
Student government loan	8.8%	34.4%	36.3%	34.9%	38.7%
Scholarship/financial award or bursary	29.1%	32.1%	30.7%	34.3%	36.1%
Earnings from summer work	34.1%	41.8%	37.3%	32.4%	36.1%
Other personal savings (including Educational Savings Funds)	32.7%	29.3%	27.0%	26.3%	32.9%
Earnings from current work	37.3%	33.7%	34.5%	32.7%	32.3%
Loan from bank or other financial institution	29.8%	8.0%	6.5%	6.2%	3.6%
First Nations/Indian Affairs	1.2%	1.5%	1.8%	1.6%	1.9%

	2009-10	2011-12	2013-14	2015-16	2018*	
Volunteered during the year						
less than 10 hours	25.5%	28.0%	23.1%	21.8%	on-campus	off-campus
10-19 hours	4.2%	4.1%	3.5%	4.1%	8.1%	23.7%
20-29 hours	0.8%	0.9%	0.8%	0.9%	0.9%	5.4%
30-39 hours	0.4%	0.1%	0.2%	0.2%	0.6%	1.7%
40 hours or more	0.3%	0.2%	0.1%	0.4%	0.0%	0.3%
None	68.8%	66.7%	72.2%	72.7%	0.7%	2.9%
Worked during the year						
less than 10 hours	12.2%	13.2%	12.5%	11.9%	89.8%	66.0%
10-19 hours	24.0%	26.6%	24.0%	21.1%	1.7%	16.2%
20-29 hours	16.9%	17.9%	13.8%	12.0%	1.7%	23.4%
30-39 hours	5.6%	5.0%	5.1%	5.1%	0.4%	10.2%
40 hours or more	5.5%	2.4%	5.6%	6.9%	0.3%	4.6%
None	35.8%	34.9%	38.9%	43.0%	0.3%	8.2%

The questions related to working and volunteering were adjusted in 2018 to separate on- and off-campus activities, and align with CUSC surveys. Historic results are provided for information but are not comparable with the 2018 responses.

Student Outcomes

	2009-10	2011-12	2013-14	2015-16	2018
How hard is your program? (Prior to 2018 this question was asked in the fall portion of the the survey.)					
Much harder than I expected	5.8%	5.7%	5.9%	6.7%	5.8%
Harder than I expected	30.0%	29.3%	29.2%	30.7%	30.1%
About what I expected	37.2%	38.5%	37.2%	39.7%	49.4%
Easier than I expected	8.5%	8.1%	8.5%	9.0%	9.4%
Much easier than I expected	1.6%	1.2%	2.0%	1.4%	1.3%

How are your marks?					
Much higher than I expected	10.3%	10.2%	11.1%	9.0%	3.7%
Higher than I expected	38.9%	36.4%	37.7%	34.8%	21.5%
About what I expected	37.2%	38.5%	37.2%	39.7%	49.4%
Lower than I expected	8.9%	10.7%	8.4%	0.0%	22.3%
Much lower than I expected	4.6%	4.1%	5.5%	16.5%	3.0%

Student Experience and Satisfaction*					
I am learning useful skills in my program	85.8%	80.1%	75.2%	72.6%	73.3%
I would recommend studying in my program	85.8%	80.1%	75.2%	72.6%	73.3%
My program will help me get a related job	82.1%	77.1%	73.5%	71.4%	69.4%
I am satisfied with the quality of my educational experience	82.5%	80.2%	77.1%	73.7%	73.4%
Overall, I am satisfied with my MacEwan experience	86.6%	84.4%	80.7%	79.0%	78.6%

I expect to complete my MacEwan program*	84.3%	83.0%	81.1%	82.6%	82.0%
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* The percent of respondents who answered the question and agreed or strongly agreed with each statement (ranking of 4 or 5 on a 5-point scale).

Satisfaction with services...*

	2009-10	2011-12	2013-14	2015-16	2018
Academics					
Opportunity to communicate with professors outside the classroom	80.5%	82.7%	74.7%	73.5%	71.5%
Quality of teaching in your classes	75.8%	76.3%	73.8%	68.9%	65.9%
Accessibility of academic advisors in your program/faculty	69.4%	67.8%	64.5%	62.8%	60.6%
Quality of academic advising in your program/faculty	74.5%	71.0%	64.8%	65.8%	60.3%
Writing and Learning Services	question added in 2015-16			71.6%	61.5%
Math Help Centre	question added in 2015-16			65.2%	59.2%
Services for Students with Disabilities	question added in 2015-16			63.8%	66.7%
Career Development Services	question added in 2015-16			60.7%	58.9%

Library/Bookstore					
Technology Support Desk	85.2%	83.1%	82.0%	81.4%	79.0%
Library - helpfulness of staff	90.1%	89.1%	88.6%	88.0%	83.7%
Library - services	87.3%	86.0%	84.1%	84.6%	73.3%
Library - collections	83.0%	83.2%	82.3%	83.8%	75.2%
Library - hours of operation	question added in 2018				77.5%
Bookstore - availability of course materials	80.2%	82.3%	78.2%	77.0%	71.4%
Bookstore - quality of service	83.7%	83.5%	78.5%	76.7%	73.1%

Office of the University Registrar / Registration					
Helpfulness of staff	76.1%	71.2%	73.5%	72.1%	70.3%
Quality of information provided	74.6%	69.3%	72.1%	73.3%	68.7%
Timeliness of processing your requests	73.0%	63.8%	67.4%	69.9%	65.3%
The process of registering for courses	75.0%	67.6%	67.2%	68.4%	62.8%
The process of dropping/adding courses	72.2%	70.1%	68.9%	72.7%	68.7%

Facilities					
Classroom facilities	78.6%	81.9%	82.7%	80.3%	79.4%
Classroom environment	70.8%	72.7%	72.3%	69.7%	70.8%
Audio/visual equipment provided in classrooms	78.2%	78.7%	77.8%	71.3%	67.2%
Equipment provided in course labs	82.6%	85.1%	85.3%	81.3%	78.4%
Equipment provided in computer labs	87.6%	83.1%	81.4%	81.3%	77.7%

Other Services					
Student portal	81.3%	72.9%	71.6%	77.3%	67.3%
Food Services	48.0%	51.0%	48.0%	45.4%	47.0%
Security Services	75.0%	77.8%	75.7%	73.7%	71.9%
Sport & Wellness facilities	70.6%	79.1%	78.9%	76.0%	76.5%
kihêw waciston Indigenous Centre	74.1%	70.5%	66.1%	64.2%	67.1%
Cleanliness of campus facilities	89.8%	90.5%	87.8%	85.8%	82.1%
Campus hours of operation	82.5%	80.5%	78.0%	81.3%	81.2%

* For respondents who used the service, the percent who indicated that they were either satisfied or very satisfied with it (ranking of 4 or 5 on a 5-point scale).

IR = Results with less than 7 responses have "Insufficient Responses" for reporting.