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# **2024 Survey of College and University Student Success Administrators**

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# Webcast| 2024 Survey of College and University Student Success Administrators

## Hosts:

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**Jhenai Chandler,**  
Vice President for Research  
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Senior Vice Provost for  
Student Success at UTSA

# About the Survey



IHE's 2024 Survey of College and University Student Success Administrators

## IHE's inaugural Survey of College and University Student Success Administrators

- Partnered with Hanover Research
- Fielded summer 2024
- 199 responses (2-yr, 4-yr)
- 8% response rate

### Sponsors:

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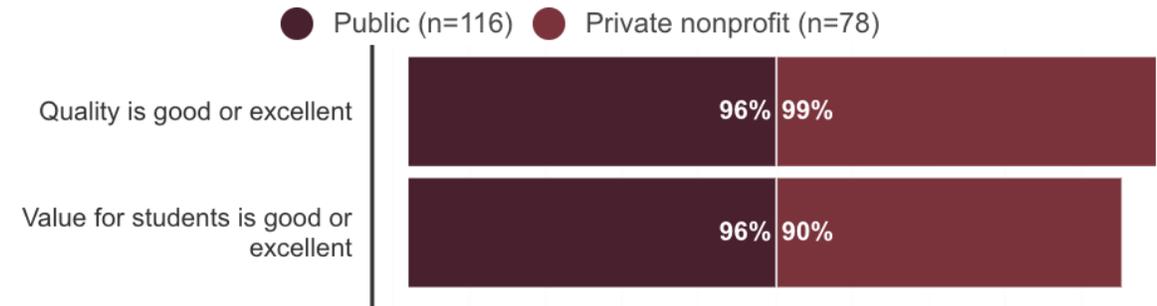
# Key Findings

# TL;DR: Quality and Value



- Nearly all administrators rate the **quality** of undergraduate education at their institution as good (48%) or excellent (48%).
- Ratings are similarly high on **value**, though public institution administrators are more likely to rate the value as excellent (68%) than are leaders at private nonprofits (46%).

Student success leaders who say the following about the education undergraduates receive at their institution, by sector:

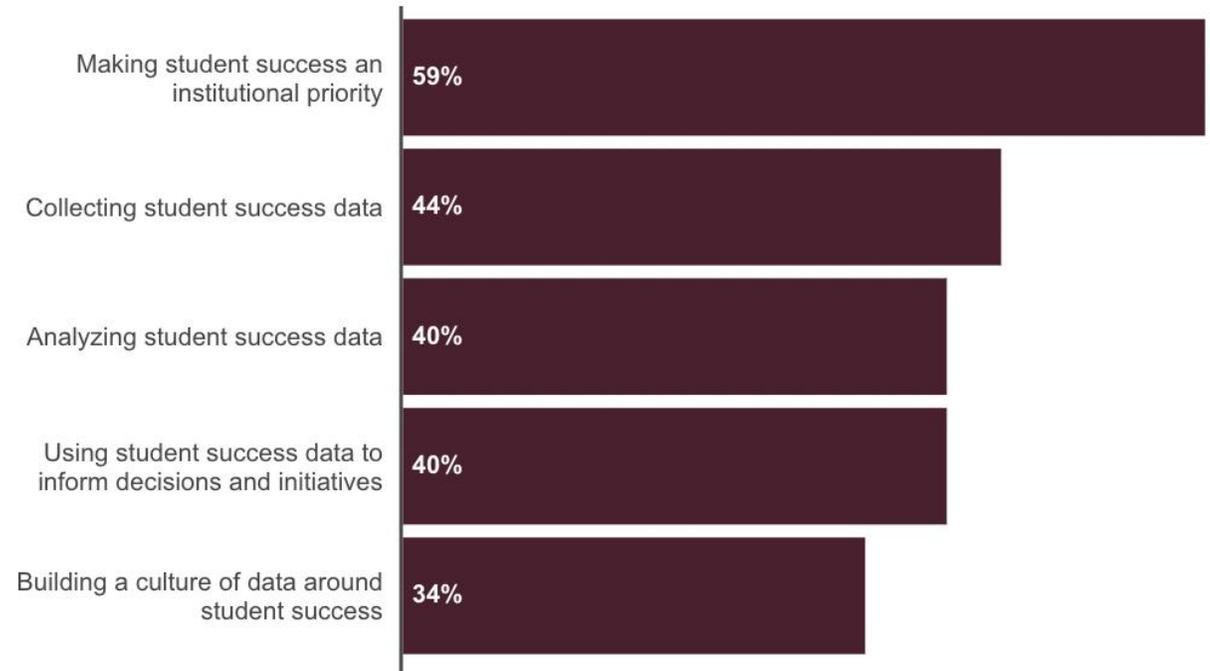


# TL;DR: Student Success Efforts



- A majority of administrators say their institution is very or extremely effective at making student success an **institutional priority**.
- Fewer say their institution is very or extremely effective at measures such as collecting and analyzing **student success data**.

Student success leaders who say their institution is very or extremely effective at the following with respect to data and student success (all):



# TL;DR: Campus Climate

- Nearly all administrators somewhat or strongly agree that students feel **welcomed, supported and valued** at their institution.
- Most administrators rate the job their institution is doing in **promoting a positive overall climate** as good (60%) or excellent (19%).
- 49% say students have a great deal of **trust** in the faculty; 21% say the same of financial aid staff.
- 70% approve of their institution's response to **campus protests**; 28% approve of higher ed's general response.



Student success leaders who indicate the following about campus climate at their institution (all):



**97%**

Somewhat or strongly agree that all students on their campus feel welcomed



**96%**

Somewhat or strongly agree that all students on their campus feel supported



**92%**

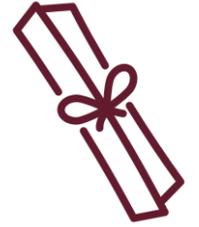
Somewhat or strongly agree that all students on their campus feel valued



**79%**

Rate the job their institution is doing in promoting a positive campus climate as good or excellent

# TL;DR: Academic Success



- Administrators want their institutions to 1) encourage faculty members to help students better **connect what they're learning** in class to outside issues/career goals + 2) offer **more opportunities for connection** and building a sense of belonging (68%).
- 69% say **high-impact teaching practices** are highly encouraged at their institution; 38% say they're widely adopted.
- 34% say their institution emphasizes offering **course modality options** beyond in-person, with community colleges leading, by institution type.

Student success leaders who say the following academic-focused institutional actions would best promote undergraduate academic success at their college or university (all, up to five options allowed from a longer list):

- Encouraging faculty members to help students better connect what they're learning to issues outside the classroom
  - Dedicating more resources to academic advising so students can get more help from their adviser
  - Encouraging faculty members to get to know students better
  - Better promoting existing academic services and supports so students know what is available
  - Creating and/or clarifying academic program maps and pathways



64%



45%



44%



44%



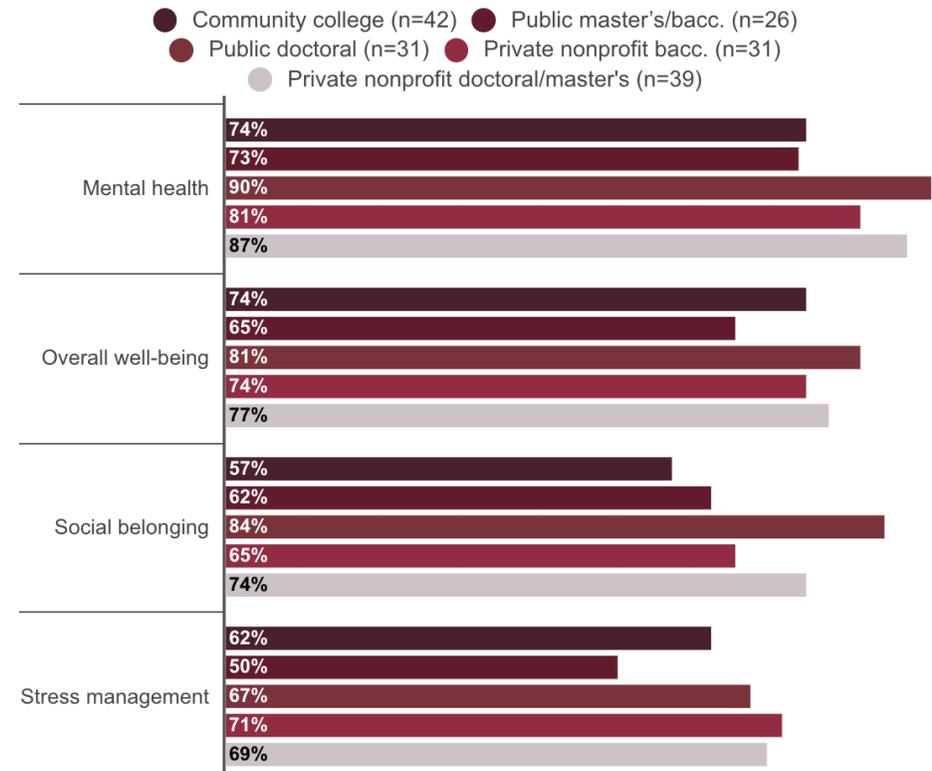
44%

# TL;DR: Health and Wellness



- Many administrators rate the quality (79%), availability (71%) and variety (67%) of **health and wellness services** at their institution as good or excellent.
- 81% of administrators say their institution is doing a good or excellent job at **promoting and supporting undergraduate mental health**; 39% say a holistic mental health plan could help further.
- 55% identify decreased socialization skills due to the pandemic as a top driver of **the mental health crisis**.
- 71% identify balancing academics with personal, family or financial responsibilities as a **top source of stress** for undergraduates.
- 33% say their institution is doing a good or excellent job at **promoting and supporting undergraduate financial literacy** (53% at CCs).

Student success leaders who say their institution is doing a good or excellent job promoting undergraduate health and wellness in the following areas, by institution type:

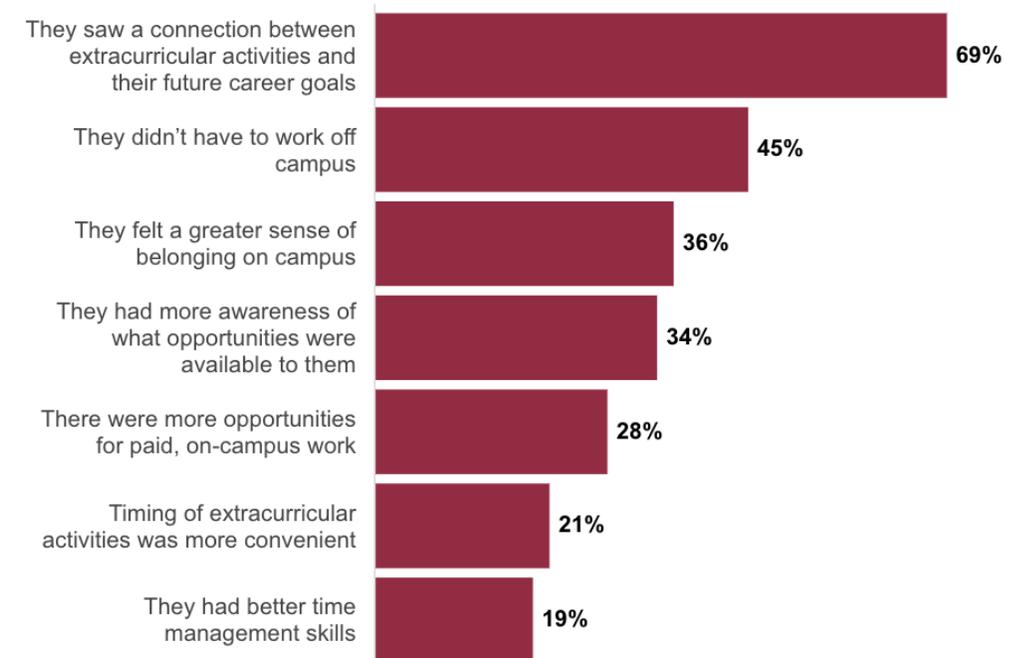


# TL;DR: The College Experience



- Most administrators say **involvement in extracurricular activities** and events is very or extremely important to students' well-being and success, both while in college (90%) and with residual benefits after graduation (73%).
- Administrators estimate that 40% of students are involved in 1-3 regular extracurricular activities, and 35% are **involved in no regular extracurriculars** (60% at CCs).
- Many administrators say helping students see a connection between campus involvement and their future success would **boost participation**.

Student success leaders who say undergraduates at their institution would be more involved in campus life beyond the classroom if...  
(all, up to three options allowed):

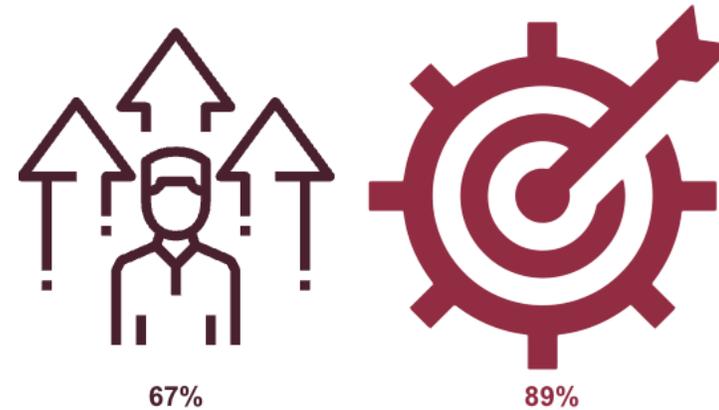


# TL;DR: Preparing for Life After College



- A majority of administrators rate their institution's overall efforts to **support undergraduate career exploration/development** as good or excellent, with those at public doctoral institutions especially likely to say so.
- Most also agree that their institution **is preparing undergraduates well for general success** after graduation.
- 65% want their institutions to **prioritize helping students prepare for internship and career success**, such as by developing people skills and awareness of workplace expectations.
- 83% say **career services** is welcoming; 63% say it has sufficient online resources.

Student success leaders who indicate the following about life-after-college readiness efforts at their institution (all):



- Rate the quality of overall efforts to support undergraduates in career exploration and development good or excellent
- Somewhat or strongly agree that undergraduates are being prepared well for success after graduation

# TL;DR: Artificial Intelligence



Few respondents say their institution has been very or extremely effective at helping students **understand and use AI**, including GenAI, across a variety of contexts.

Student success leaders who say their institution has been very or extremely effective at helping undergraduates understand and use artificial intelligence, including generative AI, for the following purposes (all):



7%

Coursework



9%

Career readiness



9%

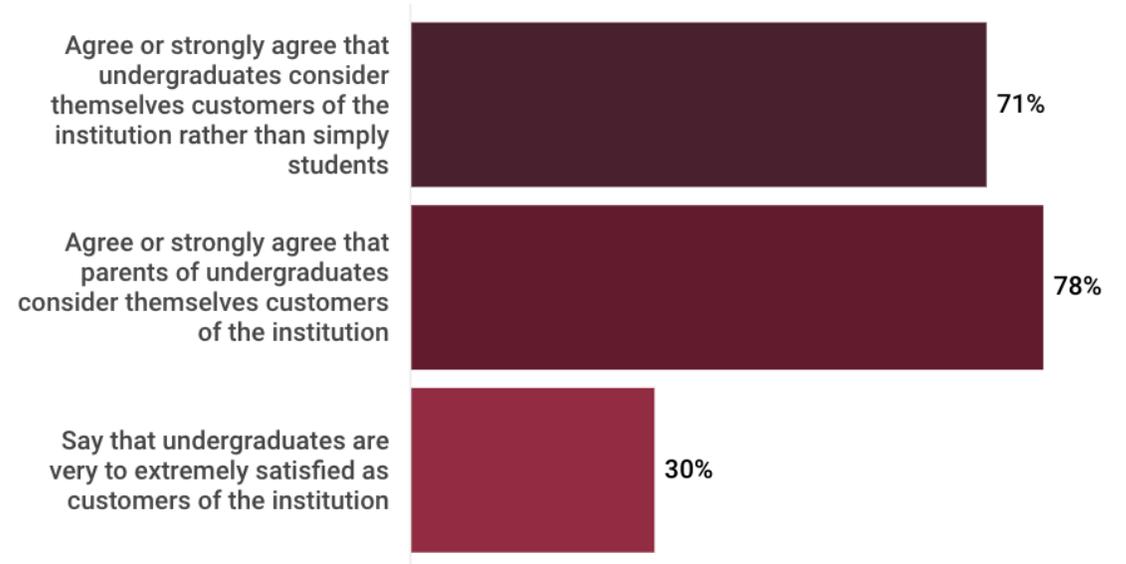
Life skills

# TL;DR: Students as Customers



- Most administrators agree, somewhat or strongly, that undergraduates at their institution consider themselves **not just students but also customers**.
- Of these, 86% say students consider themselves customers when dealing with administrators; 44% say students view themselves as **customers in class**.
- Most administrators also somewhat or strongly agree that **parents** of undergraduates at their institution view themselves as customers.
- Perceived student satisfaction ratings aren't glowing, but most administrators say students needing specific assistance feel the **institution is responsive** (88%).

Student success leaders who indicate the following about the customer-service dynamic at their institution (all):

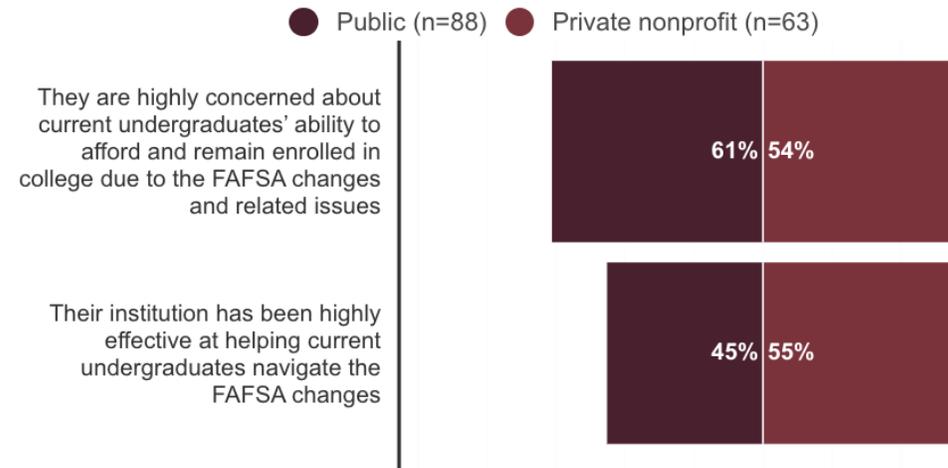


# TL;DR: Navigating FAFSA Changes



- 50% of all administrators say their institution has been very or extremely effective at helping current undergrads navigate the **troubled FAFSA rollout**.
- 58% are very or extremely concerned about the FAFSA changes **impacting current undergraduates'** ability to afford and remain enrolled at their institution.

Student success leaders who say the following about the troubled rollout of the new Free Application for Federal Student Aid (FAFSA) at their institution, by sector:



# TL;DR: Being a Student Success Administrator

- Administrators' overall **job satisfaction** is relatively high, with most rating theirs as good or excellent.
- **Sense of connection with students** served is especially strong.
- Opportunities for **career advancement** may be lacking.

Student success leaders who rate the following aspects of their job and/or well-being as good or excellent (all):



80%

Sense of connection with students they serve



74%

Overall job satisfaction



67%

Support system at work, including level of support from supervisor



66%

Personal mental health



62%

Overall well-being, factoring in level of job stress



49%

Opportunities for career advancement at their institution

# Panel Discussion



**Jhenai Chandler,**  
Vice President for Research and Policy at NASPA



**Tammy Wyatt,**  
Senior Vice Provost for Student Success at UTSA



**Melissa Ezarik,**  
Student Success Editor at *Inside Higher Ed*

# Audience Q & A

# Thank you!

*“The [administrator survey] results are overall quite positive. It is good to see the energy and enthusiasm around this work. Not all sectors of higher education are reacting with the same positivity.”*

—John Volin, executive vice president for academic affairs  
and provost at the University of Maine

## Read more here:

<https://www.insidehighered.com/news/tech-innovation/artificial-intelligence/2024/10/16/campus-tech-leaders-say-higher-ed>