

FISK UNIVERSITY

FRESHMAN PARENTS' STUDY--FALL 2003



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I. SURVEY INFORMATION AND ADMINISTRATION

A. PURPOSE

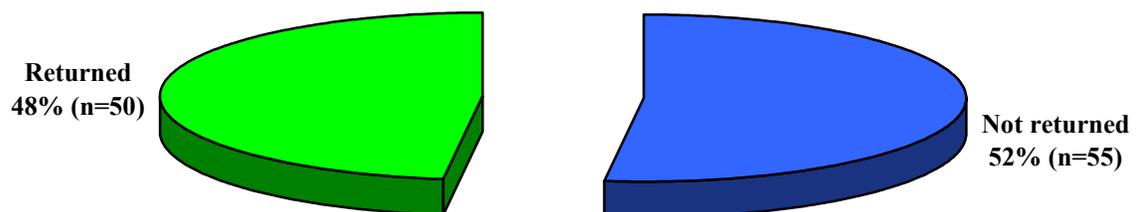
The purpose of this study was to provide the Fisk University (henceforth referred to as Fisk) community with quantitative and qualitative data regarding freshmen parents who attended the freshman orientation in fall semester 2003. The Parents' Survey, used to conduct this study, attempted to document information on parents' impression of Fisk following the orientation. The study was deemed important to provide much needed information on the thoughts of the parents, particularly for the recruitment of new students. To achieve the aforementioned purpose, the survey covered the following areas:

- Demographics;
- General information such as perception, parental influence, and concerns; and
- Importance of selected factors such as academic reputation, advice from family and friends, campus size, class size, and cost of attendance in children's decision to attend Fisk.

B. POPULATION AND SAMPLE

The population for the study consisted of all parents of first-time freshmen who enrolled in Fisk in fall semester 2003. The purposeful sampling¹ method was used to select the parents who attended the freshmen orientation in fall semester 2003. The instrument was administered (on the Internet) to the 105 parents present at a town hall meeting during the orientation. Fifty parents ($n^2= 50$) completed and returned usable surveys, for a response rate of 48% (see Figure 1, below).

Figure 1. Survey Administration and Return Rate



¹ Purposeful sampling is a process whereby a researcher selects the sample for a study based on clear criteria and rationales (Creswell, 1998). Purposeful sampling is useful for studying an issue because it enables a researcher to select samples based on their ability to provide in-depth information on the subject (Patton, 1990).

² The symbol "n" as used in this report signifies the exact number of respondents (frequencies).

D. SURVEY RELIABILITY

The reliability³ coefficient of the parents survey was determined to be alpha = .93. This number is considered high, in view of the fact that the highest reliability coefficient is 1.00.

E. RATIONALE FOR THE STUDY

Nationally, there are 4,182 colleges and universities in the U.S. (National Center for Education Statistics, 2001). This number includes 622 four-year public institutions and 1,828 four-year private institutions⁴. Fisk University, like many small private colleges, is competing for its student-body nationally and internationally with these institutions. In order to succeed in this recruitment environment, Fisk would need to position itself strategically, not only with prospective students, but also with the parents of prospective students.

Discussions between Fisk's Office of Institutional Research and the Office of Admission reveal that parents of prospective students are active participants in the recruitment process, because they want the best education possible for their children. Some ways through which parents participate in the recruitment process include accompanying children (prospective students) to college fairs and campus visitations, researching colleges, assisting with the admission application, securing financial support, telephoning/e-mailing university officials for application packets, and following up with high school counselors to facilitate submission of documents. It is fair to infer therefore that parents play a significant role in freshmen's' final decision regarding college.

The parents' Impression of Fisk study attempted to understand how the parents of newly admitted students perceived Fisk, following freshmen orientation. In addition, the study determined the parents' perception of the importance of selected recruitment factors on their children's decision to attend Fisk. Given the important role that parents play in the recruitment process, it is imperative to understand their perception of Fisk after visiting the campus during the freshmen orientation weekend. It is crucial to know what concerns the parents may have about their children attending Fisk and how the parents think the institution might ease these concerns. In addition, it is useful for Fisk officials to know the factors that parents perceive to be important to their children's decision to enroll in Fisk. This knowledge could guide Fisk officials, particularly the Office of Admission officials, in their quest to increase freshmen enrollment.

F. HIGHLIGHTS OF THE STUDY

- The most common source through which the parents of freshmen first heard about Fisk was word of mouth (46%, n=23). Additional sources through which the parents first heard about Fisk were open house/recruitment fairs (8%, n=4) and the Fisk's Website (6%, n=4).
- The findings of this study indicated that the top-three institutions with which Fisk competed for prospective freshmen applications were Hampton University, Spelman College, and Tennessee State University. Hampton University, Tennessee State University, and Xavier University constituted the top-three institutions to which students admitted to Fisk were also admitted.

³ Reliability is the tendency of a survey to yield consistently the same result when administered.

⁴ Digest of Education Statistics, 2001, chapter 3. Postsecondary Education <http://nces.ed.gov/pubs2002/digest2001>

- Less than half of the parents indicated that they had a lot of influence (42%, n=22) on their children's decision to attend Fisk. On the other hand, 30% (n=15) of the parents noted they had a little influence on their children's decision to come to Fisk. Meanwhile, 16% (n=8) of the parents admitted having no influence at all on their children's decision.
- The majority of the parents stated that Fisk's academic reputation and programs, campus size, class size, and sense of community prompted their children to choose Fisk over other colleges and universities for their college education.
- Approximately half of the parents (48%, n=24) rated Fisk as first choice at the time their son/daughter applied for admission. An additional 30% (or n=17) of the parents rated Fisk as second choice. Just 10% of the parents rated Fisk as third choice (6%, n=3) and fourth choice or lower (4%, n=2) at the time their daughter/son applied for admission.
- As in last year (fall 2002), security topped the list of concerns that the parents harbored regarding their children attending Fisk. Other concerns included academic support and advisement, tuition and financial aid, and registration.
- When asked about steps Fisk could take to ease the parents' concerns relative to their children attending Fisk, making the campus and its surrounding community more secure topped the list. Other parental recommendations included better registration process, academic advising, and information regarding financial aid.
- Among the factors the parents perceived as important to their children's decision to attend Fisk were academic reputation, friendliness of people on campus, cost of attendance, Fisk's administrator, faculty, tutoring services, campus size, class size, and HBCU status. Additionally, the parents perceived their visit to Fisk's campus as important to their children's decision to enroll in the institution.

G. RECOMMENDATIONS

The Office of Institutional Research makes the following recommendations based on the findings of the study:

- **Marketing Materials:** Based on the parental feedback, it is obvious that marketing materials continue to be essential recruitment tools. For instance, as in last year, over 70% of the parents believed that Fisk's information mailing was very important, important, or somewhat important to their children's decision to attend Fisk. Fisk needs to continue giving special attention to the development of marketing materials to ensure that they highlight the institution's strengths. The marketing materials should describe in depth the factors that are important to prospective students' college decisions, such as academic reputation, counseling and tutoring services, alumni, financial aid, friendliness of people on campus, campus visit, U.S. News and World Report ranking, Fisk's Website, campus size, class size, and HBCU status. Fisk should emphasize these factors in recruitment/marketing materials, so that prospective students will see Fisk in a favorable light as they make their college decisions.
- **Brief Faculty and Administrators on Marketing Materials:** The results of this study further indicated that the majority of the parents perceived Fisk administrator(s), faculty member(s), alumni, and the admission office as very important, important, or somewhat important to their children's decision to attend Fisk. In order to maximize the effectiveness of faculty and

administrators in the recruitment process, Fisk should encourage them to contribute to student recruitment. Most importantly, the Office of Admission should educate faculty and administrators, including new employees, about the institution's marketing materials. This would enable faculty and administrators to highlight the most important characteristics of Fisk when marketing it to prospective students and their parents.

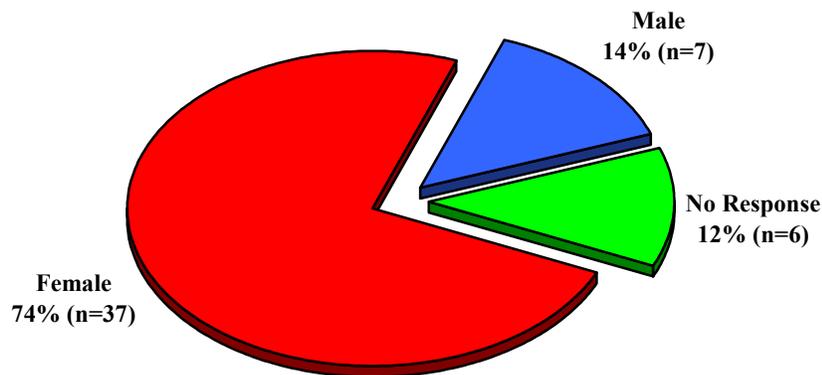
- **Include Local Alumni in Orientation:** Aside from continuing to include the alumni in the recruitment process, Fisk should also include local alumni in freshmen orientation. The findings of this present study indicated that 86% of the parents perceived the alumni as very important, important, or somewhat important to their children's decision to enroll in Fisk. In fact, last year (fall 2002), one parent stated, "when students arrive, have alumni give direction". Including the alumni in the orientation process would signify to the parents and their children that the alumni solidly support Fisk and are willing to go the extra mile to ensure its success. Furthermore, including the alumni in the orientation process would provide parents and their children an information resource through which they can learn more about the dedicated faculty and administrators, the "Fisk Experience", and the responsibility of in-coming students to maintaining the integrity of Fisk, both within and outside the institution.
- **Comparative Material on Security.** The parental feedback indicated, similar to last year, that security was the top concern for the parents. Fisk can ease these fears by documenting not only security efforts on campus, but also by providing comparative analysis of security issues in the surrounding institutions, such as Vanderbilt and Tennessee State Universities. This documentation should be included in students' admission packets and shared with the parents and the new students during orientation.

II. DEMOGRAPHIC INFORMATION

GENDER DISTRIBUTION OF PARENTS

Seventy-four percent (n=37) of the parents were female and 14% (n=7) were male. Twelve percent (n=6) of the parents did not submit their gender (see Figure 2 below).

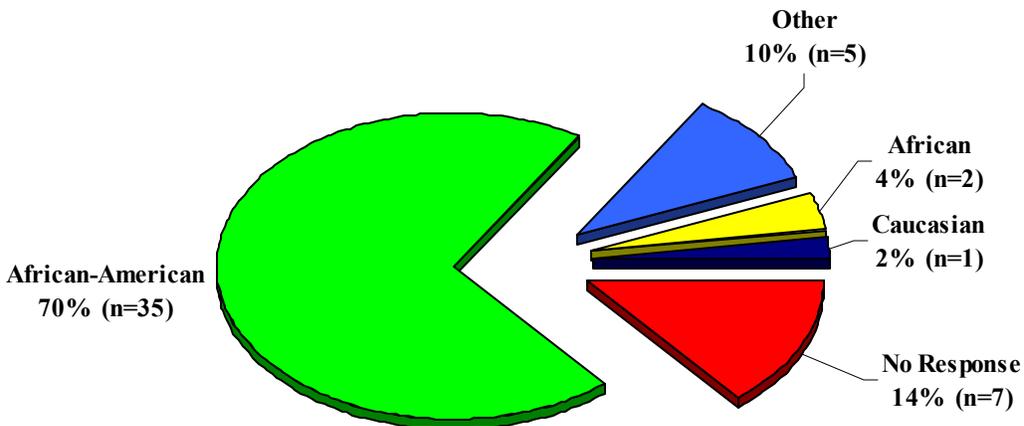
Figure 2: Gender Distribution of Parents



RACIAL DISTRIBUTION OF PARENTS

The majority of the parents (70% or n=35) were African-American, 10% (n=5) were other race/ethnicity, 4% (n=2) were African, and just 1 of the parents was Caucasian. Fourteen percent (n=7) of the parents did not respond to the question regarding race/ethnicity (see Figure 3 below).

Figure 3: Racial Distribution of Parents



III. ANALYSES--GENERAL

HOW PARENTS FIRST HEARD ABOUT FISK

This item asked parents of freshmen to select the source through which they first heard about Fisk. As reflected in Table 1 below, many of the parents (n=23) first heard of Fisk through word of mouth. Additional sources through which the parents first heard of Fisk included open house/recruitment fair (n=4), Fisk University Website (n=3), media (n=2), professional publications (n=2), information mailing from Fisk (n=1), and the Internet (n=1).

Table 1: How Parents First Heard About Fisk

How Parents Have Heard About Fisk	Number of Parents	Percent
Word of Mouth	23	46%
Open House/Recruitment Fairs	4	8%
Fisk's Website	3	6%
Media (Newspapers/Magazines/TV)	2	4%
Professional Publications (Journals, articles)	2	4%
Information Mailing	1	2%
The Internet	1	2%
None of the Above	10	20%

TOP-SEVEN COLLEGES TO WHICH FRESHMEN APPLIED FOR ADMISSION/AND WERE ACCEPTED

The parents were asked to list the colleges/universities to which their children applied for admission. They were also asked to list all the institutions to which their children were accepted. Table 2 (page 9) presents the top-seven institutions (rank-ordered) that the parents listed:

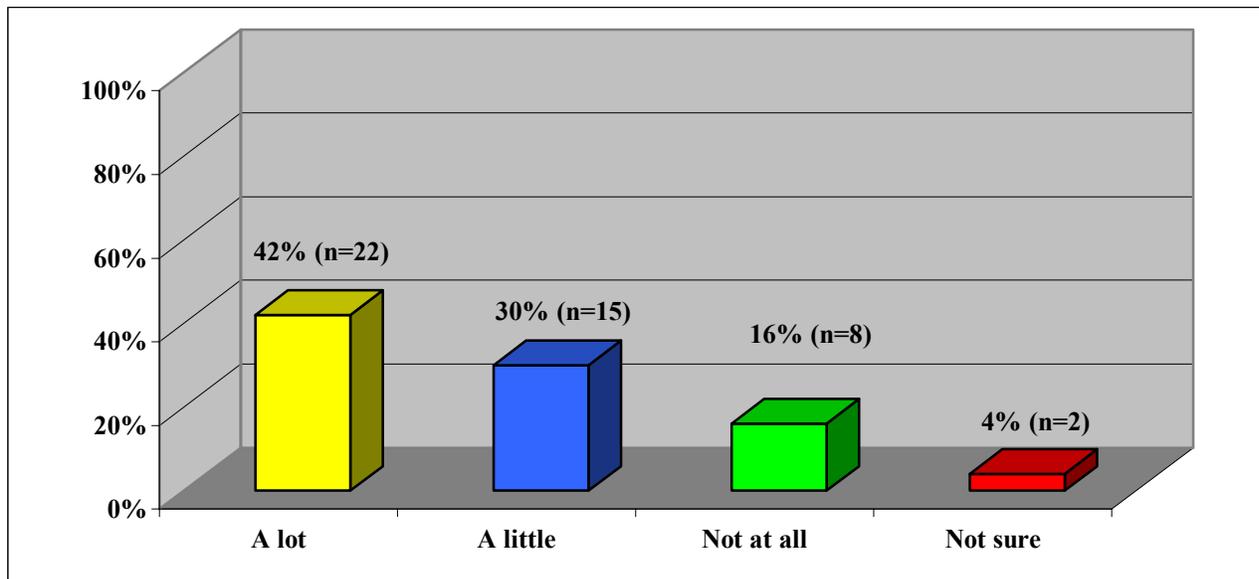
Table 2: Top-7 Colleges to Which Freshmen Applied for Admission/and Were Accepted (Rank-ordered)

Applied for Admission	# Applied	Accepted	# Accepted
Hampton University	9	Hampton University	9
Spelman College	7	Tennessee State University	5
Tennessee State University	7	Xavier University	5
Xavier University	6	Spelman College	4
Clark Atlanta University	4	Alabama State University	4
Howard University	4	Howard University	3
Alabama State University	4	Clark Atlanta University	2

PARENTS’ INFLUENCE ON CHILDREN’S DECISION TO ATTEND FISK

Less than half of the parents indicated that they had a lot of influence (42%, n=22) on their children’s decision to attend Fisk. Thirty percent (n=15) of the parents stated that they had a little influence on their children’s decision to attend Fisk. In addition, 16% (n=8) noted that they had no influence at all on their children’s decision to attend Fisk. Two of the parents were unsure about their influence on their children’s decision, while four of the parents ignored the question (see Figure 4 below).

Figure 4: Parents’ Influence on Children’s Decision to Attend Fisk



REASON SON/DAUGHTER CHOSE FISK OVER OTHER INSTITUTIONS

When the parents were asked to identify two things that prompted their children to choose Fisk over other colleges and universities for their education, responses focused on Fisk’s academic reputation and programs, campus size, class size, and sense of community. Sample comments are included in Table 3 below. All comments are provided in full in Appendix A, page 23.

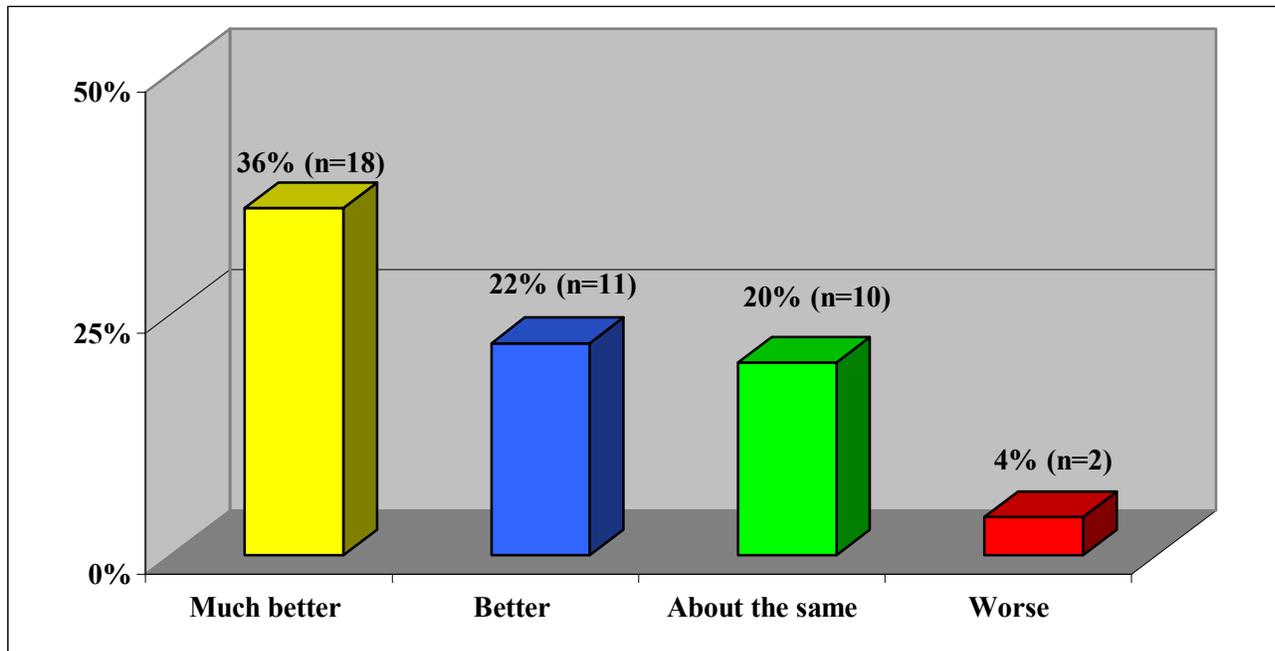
Table 3: Reason Son/Daughter Chose Fisk Over Other Institutions

SAMPLE RESPONSES	
FIRST REASON	SECOND REASON
<ul style="list-style-type: none"> • Academics/High-academic standard of Fisk/Better academic program/Good music curriculum. • Size/Size & Personal attention/size of university/Small Campus/Small Campus Setting. • Positive environment/Because of the small family oriented campus environment/Friendly atmosphere/Smaller campus. • Fisk was the first school to accept my son, even though it was his 3rd or 4th choice. Fisk also gave him his acceptance early enough for him to visit and enroll with the current class/He had a strong desire to attend a HBCU. • He had a friend was trying to get accepted. • He has always said Fisk was his first choice. • He liked it on a college tour, better then the others. • Heritage and the connection with Vanderbilt University for 5-year program. • The Universities of Kentucky and Louisville provided him with more scholarship monies, but his first choice was Fisk. • Because I would not let her go to Howard. 	<ul style="list-style-type: none"> • Joint Medical Program/ Excellent education /Biology program/ High academic standing/ The five-year MBA program. • During family weekend, April 4-6, my son was very impressed with the nurturing of students, concern of administration for his academic success and family environment. • Recommendations from other Fisk Alumni/ Strongly recommended by mentor. • Family history/Fisk is a black college and the history behind Fisk. • First impression was a good one. • Fisk University was the first institution of higher learning that accepted my son for admission. • He can possibly get over to Meharry from Fisk. • He has leadership capabilities and Fisk helps to develop leaders. • He likes the idea of an HBCU. • He was encouraged to attend a local university, and he liked Fisk. • She believes that she will receive the best education and life experience/She was treated as a person and not just a number. • She was very impressed with the Fisk family atmosphere and with the joint program offered for her major (pharmacy or medicine).

CHANGE IN PARENTS EXPECTATIONS AFTER VISITING FISK

When asked “Having visited Fisk University during freshman orientation, how did it compare to your expectations?” Over half of the parents said much better (36%, n=18) and better (22%, n=11). Another 20% (n=10) of the parents said about the same. Just 4% (n=2) of the parents stated that their expectations were worse after visiting Fisk during the freshmen orientation (see Figure 5 below).

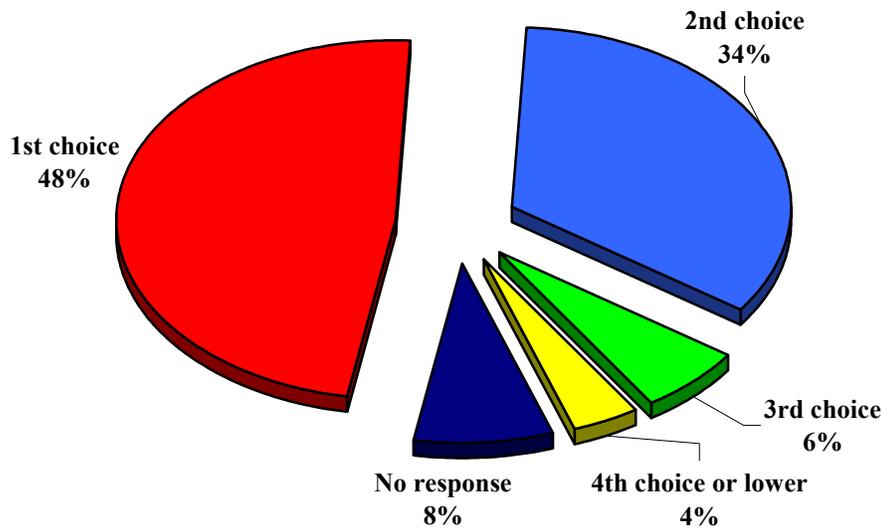
Figure 5: Change in Expectations After Visiting Fisk



RATING OF FISK AT TIME OF APPLICATION

Almost half of the parents (48%, n=24) rated Fisk as first choice at the time their son/daughter applied for admission. Thirty-four percent (or n=17) of the parents rated Fisk as second choice. In addition, 6% (n=3) of the parents rated the institution as third choice. Just 4% (n=2) of the parents rated Fisk as fourth choice or lower at the time their daughter/son applied for admission. Eight percent (or n=4) of the parents did not indicate their rating of Fisk (see Figure 6, page 12).

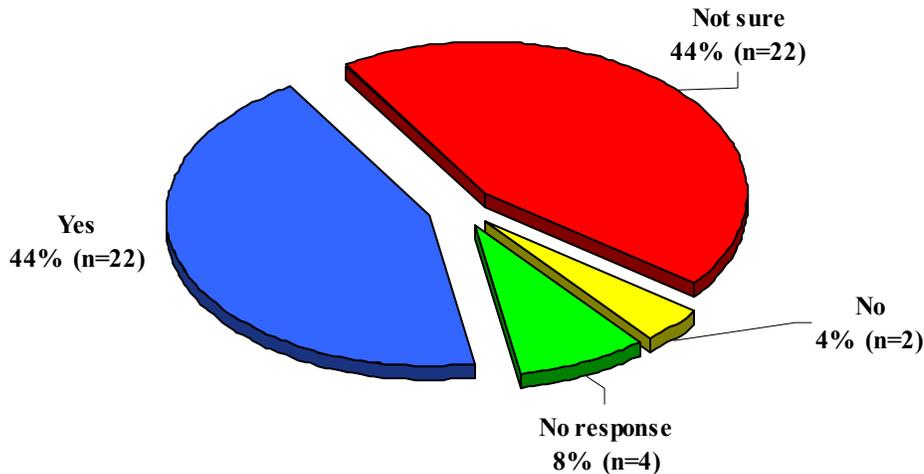
Figure 6: Rating of Fisk at Time of Application



WILLINGNESS TO JOIN THE FISK UNIVERSITY CLUB

Less than half of the parents said yes (44%, n=22) when asked if they were interested in joining the Fisk University Club. Similarly, 44% (or n=22) of the parents selected a “not sure” response when asked about joining the Club. Just 4% (or n=2) of the parents said “no” when asked about their interest in joining the Club. Eight percent (n=4) of the parents did not respond to the question (see Figure 7 below).

Figure 7: Willingness to Join the Fisk University Club



CONCERNS ABOUT CHILDREN ATTENDING FISK

The parents were asked to identify two concerns they might have regarding their children's attendance of Fisk. Responses spanned a range of topics, the most prevalent of which was security. Other parental concerns included academic support and advisement, tuition, registration process, and financial aid. Sample comments are included in Table 4. All comments are enclosed in full in Appendix B, page 25.

Table 4: Concerns About Children Attending Fisk

SAMPLE RESPONSES
<ul style="list-style-type: none">• Sunday, August 24, 2003 we returned late (sorry) 1:05a and the basement door to Jubilee Hall was unlocked and unattended. Dorm security. Making sure that she will be safe. My most concern is her safety. Neighborhood. No security cameras or emergency phones on campus. Safety. Safety and security on campus. Safety issue. Safety on an open campus. Security. That she would be safe and be able to speak to her advisor any time if she needs help. The Security around the campus. Fire safety in the dorms. Personal safety on and around the campus. Safety near the public housing & Tutoring. The area surrounding the campus – rundown.• Academic counseling and advising. Advising. Class scheduling. Her getting the classes she needs and not having to take classes she won't need. I want him to final get advice on courses that will count so he can graduate. That he is able to register for the classes he needs for his major. That she will remain focused and pump the grades that she is capable of.• The registration process that occurred after parents departed. There seems to be a problem with scheduling.• Being able to afford for her to continue to attend, financially we really cannot afford it, it is by the grace of the God she is here now. Limited financial support available. Tuition. Cost of Textbooks. Financial. I am also concerned about her staying away from credit card offers.• Being away from home for the first time with no family around. Distance from home. So far away from home. Otherwise, nothing else.• Computer technology (male dorm). Technology.• None, now that I know you have a strictly enforced curfew and boys are NOT allowed upstairs.• Has to take another language. Taking German as a chemistry major.• I'm concerned about her managing her time wisely.• I pray that he won't have trouble getting used to the independence that comes with college life.• Asking for help as soon as she realizes that she needs it.• Many of the teachers were not present when school started.• Pre-professional programs. Will it (Fisk) prepare her for law school?• There is not enough cultural diversity within the student body. Small number of male students. The poor quality of the dorm hall and treatment of young men at Fisk.• The conditions that my son was accepted on. He can only take 12 credit hours per semester and 30 are needed for him to be classified as a sophomore. I now have added expense of paying summer school to get the additional hours he needs.

ACTIONS FISK MAY TAKE TO ALLEVIATE CONCERNS

The parents were further asked to suggest some actions that Fisk should take to ease their concerns regarding their children's attendance of Fisk University. The most common recommendation was in relation to security. Other recommendations offered by the parents centered on finance, registration, and advising. See Table 5 for sample comments. All comments are enclosed in full in Appendix C, page 28.

Table 5: Actions Fisk May Take to Alleviate Concerns

SAMPLE RESPONSES
<ul style="list-style-type: none">• A security guard, preferably female, in the dorm at night would be good. Close Jackson St. to the public (similar to what TSU did with John Merritt Blvd.). Constant patrol of campus. Improve Security. Locking the doors. Make sure that security around the University is secure for all students. Maybe enclosing some of the other areas with a security fence to keep out unwanted visitors. More lighting/better welcome committee. Provide a report of the crime statistic near his dorm area/Fisk campus. Make sure that security is well trained and familiar with the campus activities. Security guards on campus. Place security cameras and emergency phones around campus. Making sure she knows how to access modes of transportation and her being cautious and safe. Provide me with emergency plans in case of fire. Putting up some extra lamppost around the campus.• Book Loan Program - students pay a fee to use the books for the semester. Offer other avenues of financial aid and or scholarship awards. Give more information on grants. Reaching out for more contributions.• After attending a few of the orientation sessions over the past weekend I feel confident he will get the help he might need. None- comfortable with university's stand on embracing freshmen and interest in their all around well being. You have already cleared my concern - You now have a full time spiritual advisor/minister on staff that she can continue her Christian values. The letter I received from the president was a great comfort and ultimately led to my daughter's attendance.• I feel that for freshman year the courses can be discussed while parents are in Tennessee. This would ease parents' fears as they are leaving their children for the first time. This would allow for discussion with children before departure. Registration process should be more efficient. On-line registration, based on major. Make sure advisors meet regularly with freshmen students. Have advisors available the first day of orientation.• Having someone assigned to freshman students.• Any incident that may occur parents would be informed.• Continue fostering group activities. Do a session on time management.• Eliminate the process of filling out a form every time my child wants to spend the night out.• Enforce the rule for freshmen to get permission to leave campus.• Ensure that non-students do not bother students.• Go wireless (as soon as possible).• Have more concern for the males on campus. More active recruitment for young males.• Make sure the teachers show up for class.• Replace the German with Spanish.

IV. IMPORTANCE OF SELECTED FACTORS IN DECISION TO ATTEND FISK

This section of the survey asked the parents of the freshmen to indicate the importance of selected factors in their child’s decision to enroll in Fisk. Some of the factors included “academic reputation, cost of attending Fisk, U. S. News and World Report ranking, library collections, and website.

ACADEMIC REPUTATION

Almost all (96%) of the parents stated that Fisk’s academic reputation was very important (86%, n=43) and important (10%, n=5) in their children’s decision to enroll in the institution. Four percent (n=2) of the parents did not respond to the question (see Figure 8 below).

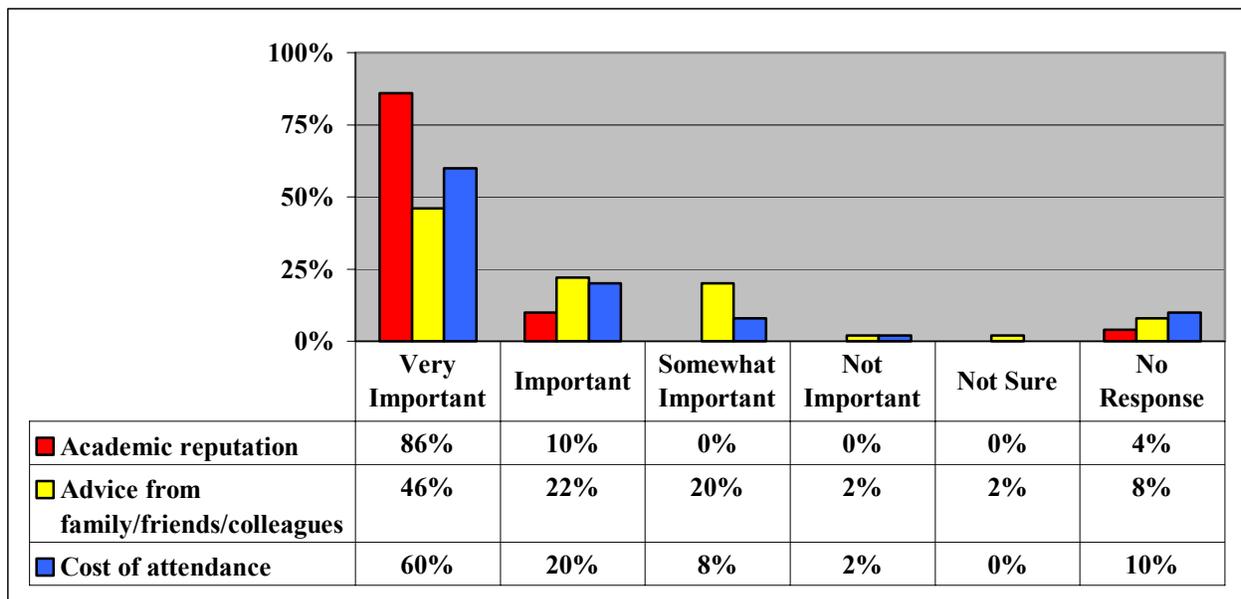
ADVICE FROM FAMILY AND FRIENDS

Sixty-eight percent of the parents indicated that advice from family and friends was very important (46%, n=23) and important (22%, n=11) in their children’s decision to attend Fisk. An additional 20% (n=10) of the parents noted that advice from family and friends was somewhat important in their children’s decision to attend Fisk. Four (8%) of the parents did not answer the question (see Figure 8 below).

COST OF ATTENDANCE

The majority (80%) of the parents stated that cost of attending Fisk was very important (60%, n=30) and important (20%, n=10) in their children’s decision to attend Fisk. Eight percent (n=4) of the parents also stated that cost of attending Fisk was somewhat important in their children’s decision to come to Fisk. Just 1 (or 2%) of the parents noted that cost of attending Fisk was not important at all in his or her child’s decision to enroll in Fisk. Five (10%) of the parents ignored the question (see Figure 8 below).

Figure 8: Academic Reputation; Advice from Family and Friends; Cost of Attendance



CURRENT STUDENT AT FISK UNIVERSITY

Over half of the parents indicated that a current student(s) at Fisk was very important (34%, n=17) and important (20%, n=10) in their children’s decision to enroll in Fisk. Additionally, 24% (or n=12) of the parents indicated that the factor was somewhat important in their children’s decision to attend Fisk. Conversely, 12% (or n=6) of the parents noted that a current student at Fisk was not important at all to their children’s decision to come to Fisk. Four (8%) of the parents did not respond to the question (see Figure 9 below).

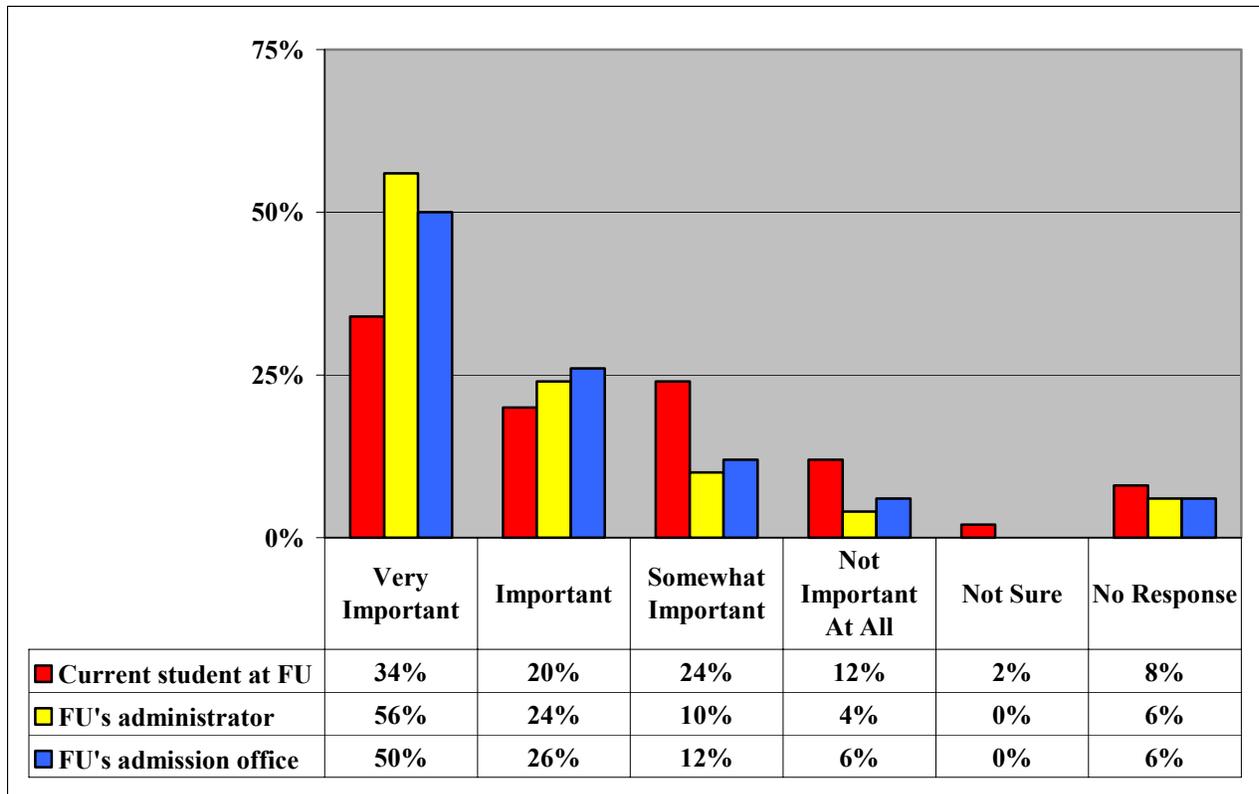
FISK UNIVERSITY ADMINISTRATOR

The majority (80%) of the parents noted that a Fisk administrator(s) was very important (56%, n=28) and important (24%, n=12) in their children’s decision to enroll in Fisk. Just 10% (n=5) of the parents noted that the factor was somewhat important to their children’s decision to enroll in Fisk. Six percent (or n=3) of the parents did not respond to the question (see Figure 9 below).

FISK UNIVERSITY ADMISSION OFFICE

When asked how important Fisk’s admission office was in their children’s decision to come to the institution, the majority of the parents indicated that it was very important (50%, n=25), important (26%, n=13), and somewhat important (12%, n=6). Few (6%, n=3) of the parents noted that Fisk’s admission office was not important at all to their children’s decision to enroll in the institution. Six percent (n=3) did not respond to the question (see Figure 9 below).

Figure 9: Current Student; Administrator; Admission Office



FISK UNIVERSITY ALUMNI

Sixty percent of the parents stated that a Fisk alumnus/alumna was very important (32%, n=16), and important (28%, n=14) in their children’s decision to enroll in Fisk. An additional 26% (n=13) of the parents noted that the factor was somewhat important. Meanwhile, just 4% (n=2) of the parents noted that a Fisk alumnus/alumna was not important at all in their children’s decision to enroll in Fisk. Eight percent (or n=4) of the parents ignored question (see Figure 10 below).

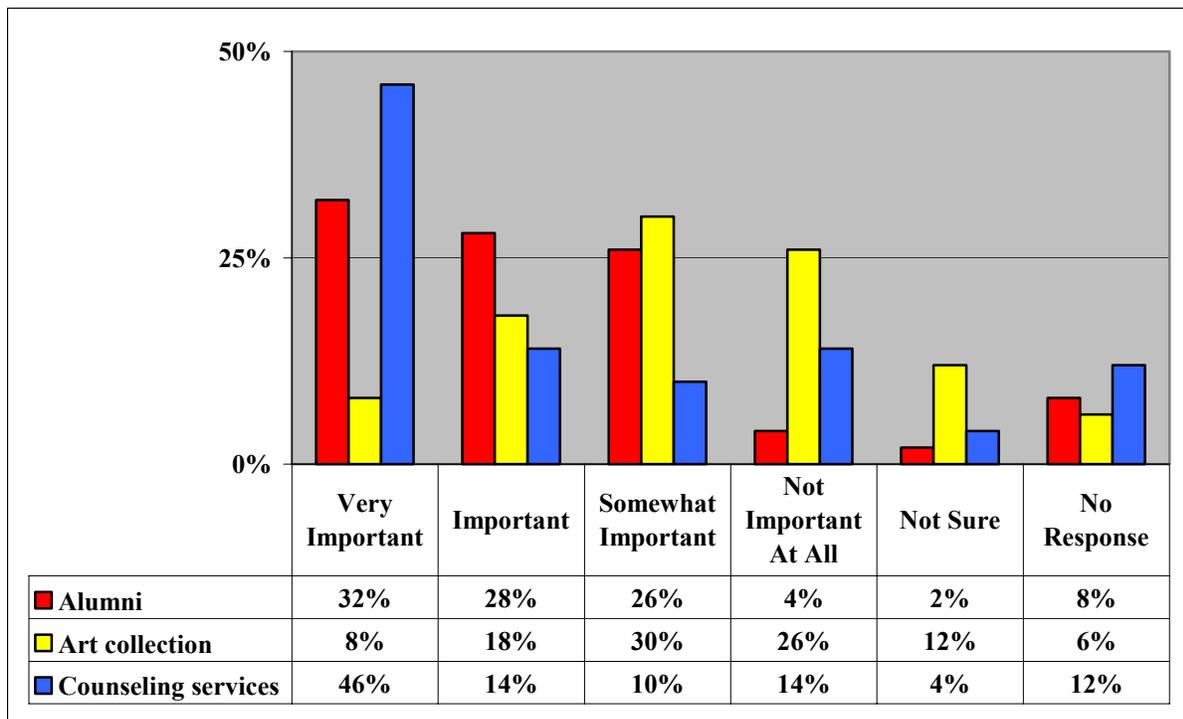
ART COLLECTION

Less than one-third of the parents indicated that Fisk’s art collection was very important (8%, n=4) and important (18%, n=9) in their children’s decision to come to Fisk. Another 30% (n=15) noted that the factor was somewhat important to their children’s decision. On the contrary, 26% (or n=13) of the parents indicated that Fisk’s art collection was not important at all in their children’s decision to enroll in Fisk. Twelve percent (n=6) of the parents selected an “unsure” response and another 6% (n=3) did not respond to the question (see Figure 10 below).

COUNSELING SERVICES

When asked about the importance of Fisk’s counseling services to their children’s decision to enroll in Fisk, 60% of the parents said it was very important (46%, n=23) and important (14%, n=7). Ten percent (n=5) of the parents noted that the factor was somewhat important to their children’s decision. Just 14% (or n=7) of the parents indicated that Fisk’s counseling service was not important at all in their children’s decision to enroll in Fisk. Two of the parents chose an “unsure” response, and 12% percent (n=6) of them did not respond to the question (see Figure 10 below).

Figure 10: Fisk University Alumni; Art Collection; Counseling Services



FACULTY AT FISK UNIVERSITY

The majority of the parents indicated that a Fisk faculty member(s) was very important (60%, n=30), important (16%, n=8), and somewhat important (2%, n=1) in their children’s decision to enroll in Fisk. Just 8% (n=4) of the parents indicated that a Fisk faculty member(s) was not important at all in their children’s decision. One (2%) parent selected a “not sure” response, and 6 (n=12%) did not respond to the question (see Figure 11 below).

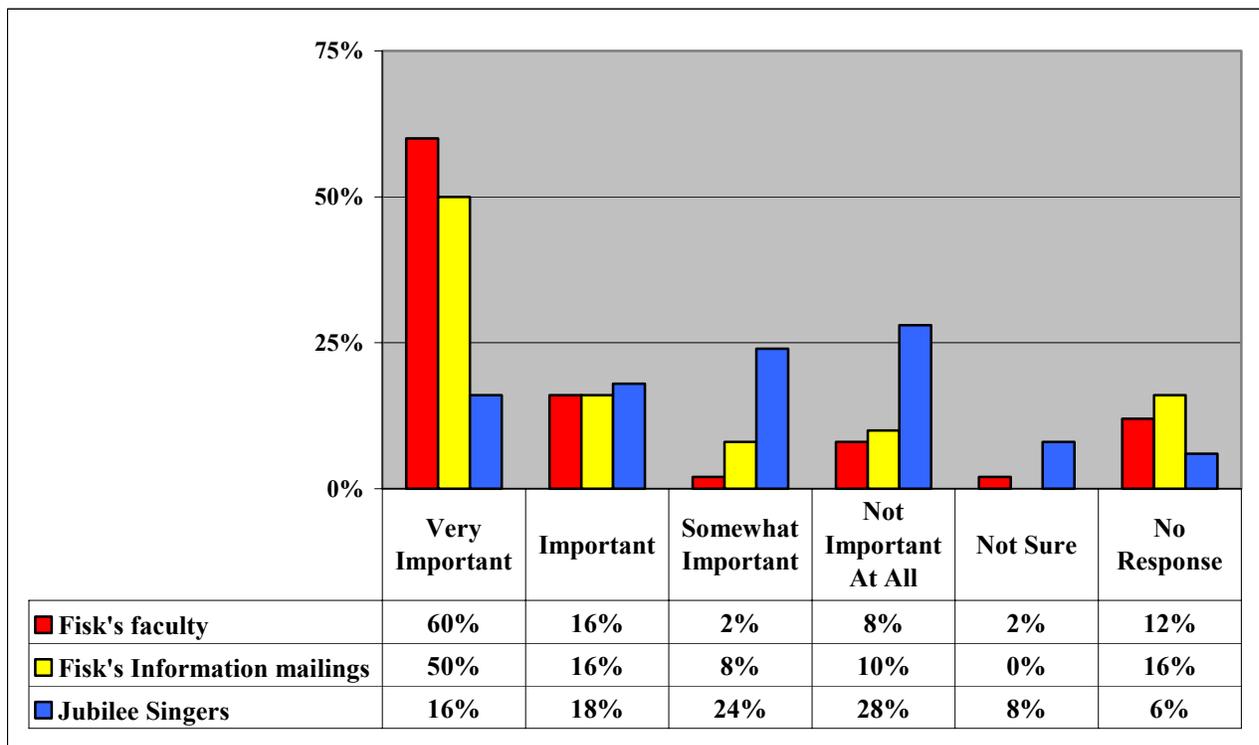
FISK UNIVERSITY INFORMATION MAILING

Over 70% of the parents believed that Fisk’s information mailing was very important (50%, n=25), important (16%, n=8), and somewhat important (8%, n=4) in their children’s decision to attend Fisk. Conversely, 10% (n=5) of the parents indicated that Fisk’s information mailing was not important at all in their children’s decision to enroll in Fisk. Sixteen percent (n=8) of the parents did not answer the question (see Figure 11 below).

JUBILEE SINGERS

More than half of the parents noted that Fisk’s Jubilee Singers were very important (16%, n=8), important (18%, n=13), and somewhat important (24%, n=12) in their children’s decision to enroll in Fisk. Meanwhile, 28% (n=14) of the parents stated that the Jubilee Singers were not important at all in their children’s decision. An additional 8% (n=4) of the parents selected a “not sure” response when asked about the importance of the Jubilee Singers to their children’s decision. Six percent (n=3) of the parents did not respond to the question (see Figure 11 below).

Figure 11: Fisk University’s Faculty, Information Mailing, and Jubilee Singers



LIBRARY COLLECTION

The parents were also asked to specify the importance of Fisk’s library collection in their children’s decision to attend the institution. Seventy percent of the parents indicated that Fisk’s library collection was very important (22%, n=11), important (24%, n=12), and somewhat important (24%, n=12). However, 20% (n=10) of the parents noted that Fisk’s library collection was not important at all to their children’s decision to enroll in the Fisk. Two (4%) of the parents selected a “not sure” response, and another 3 (6%) did not answer the question (see Figure 12 below).

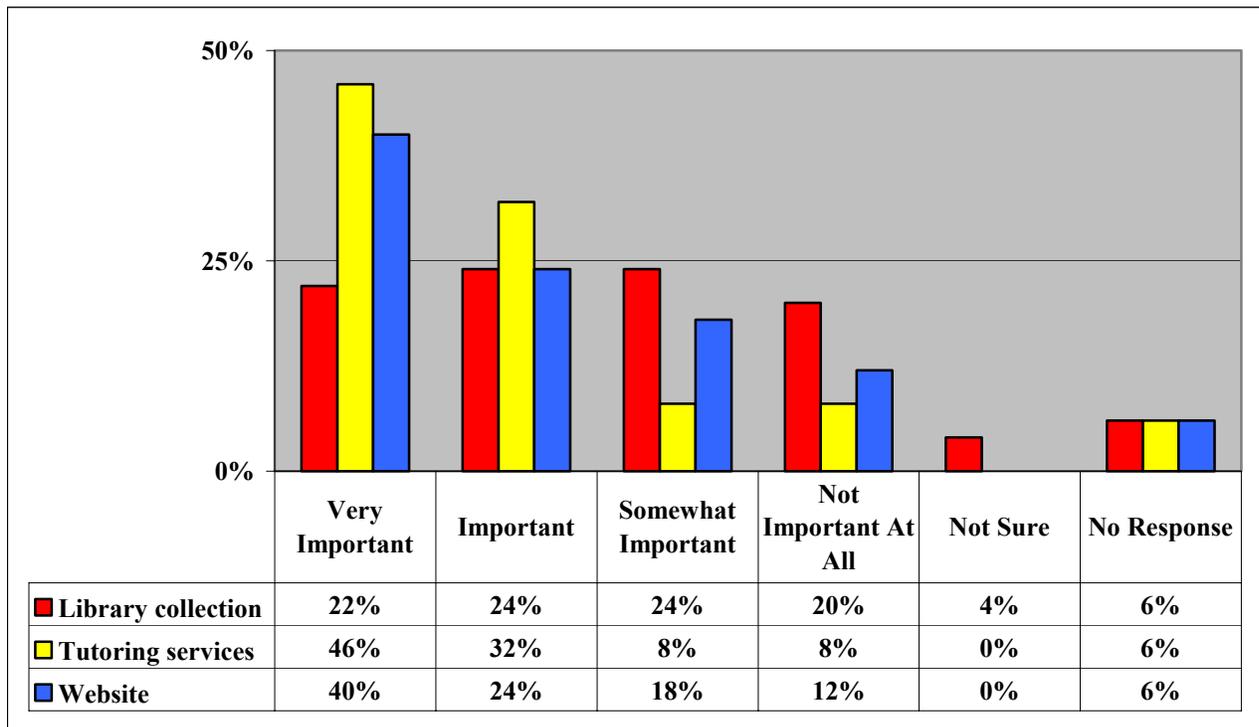
FISK UNIVERSITY TUTORING SERVICES

When asked about the importance of Fisk’s tutoring services to their children’s decision to attend the institution, over 80% of the parents stated that tutoring services was very important (46%, n=23), important (32%, n=16), and somewhat important (8%, n=4). Few of the parents noted that tutoring services was not important at all (8%, n=4) to their children’s decision to attend Fisk. Six percent (n=3) of the parents did not respond to the question (see Figure 12 below).

FISK UNIVERSITY WEBSITE

Over three-quarters of the parents stated that Fisk’s Website was very important (40%, n=20), important (24%, n=12), and somewhat important (18%, n=9) to their children’s decision to attend Fisk. Conversely, 12% (n=6) of the parents noted that Fisk’s Website was not important at all to their children’s decision. Six percent (n=3) of the parents did not respond to the question (see Figure 12 below).

Figure 12: Fisk’s Library Collection, Tutoring Services, and Website



FRIENDLINESS OF PEOPLE ON CAMPUS

Over 90% of the parents indicated that friendliness of people on campus was very important (72%, n=36) and important (20%, n=10) to their children’s decision to come to Fisk. Conversely, just 2% (n=1) of the parents reported that friendliness of people on campus was not important all to his or her child’s decision. Meanwhile, 6% (n=3) of the parents ignored the question (see Figure 13 below).

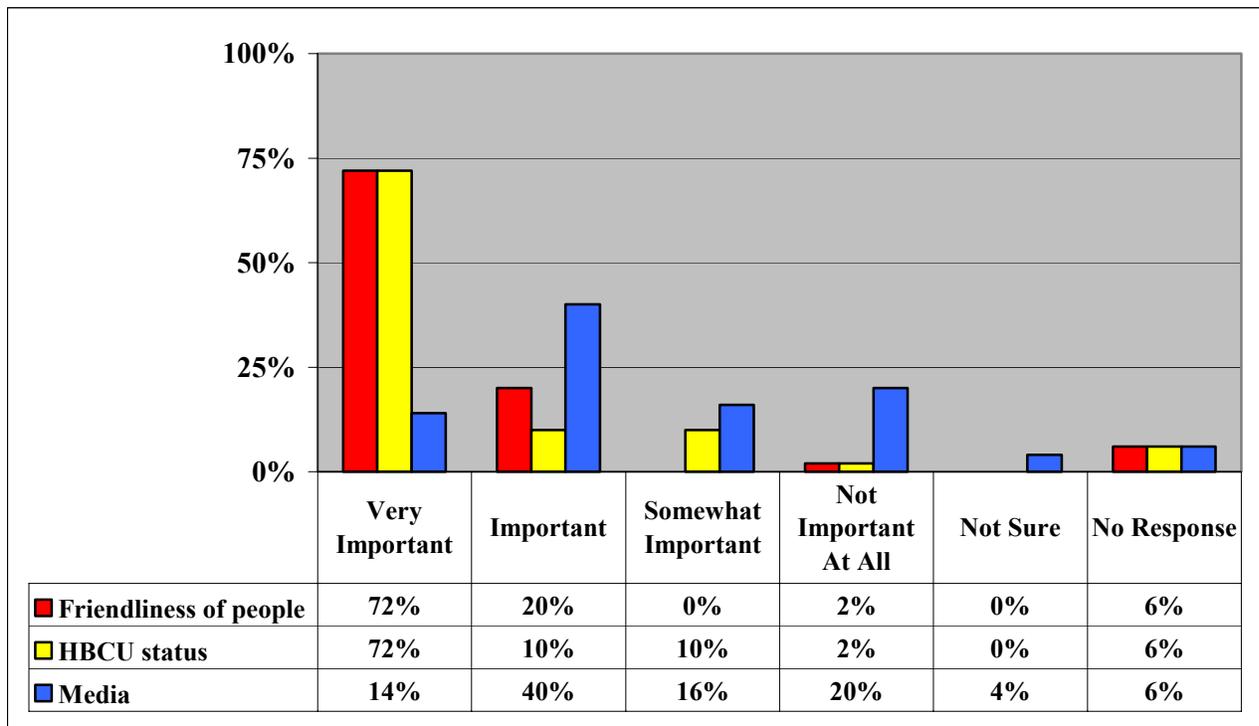
HBCU STATUS

Similarly, the majority (92%) of the parents indicated that the Historically Black College and University Status of Fisk was very important (72%, n=36), important (10%, n=5), and somewhat important (10%, n=5) to their children’s decision to attend Fisk. Just 2% (n=1) of the parents reported that Fisk’s HBCU status was not important at all to his or her child’s decision to come to Fisk. Six percent (n=3) of the parents did not respond to the question (see Figure 13 below).

MEDIA (NEWSPAPERS/MAGAZINES/TV); U.S. NEWS & WORLD REPORT; FU WEBSITE

Seventy percent of the parents believed that the media was very important (14%, n=7), important (40%, n=20), and somewhat important (16%, n=8) to their children’s decision to attend Fisk. On the other hand, 20% (n=10) of the parents felt the media was not important at all to their children’s decision. Two (4%) of the parents were unsure about the importance of the media to their children’s’ decision, and another 3 (6%) did not respond to the question (see Figure 13 below).

Figure 13: Friendliness of People on Campus; HBCU Status; Media



OPEN HOUSE/RECRUITMENT FAIR

Eighty percent of the parents noted that open house/recruitment fair was very important (30% n=15), important (38%, n=19), and somewhat important (12%, n=6) in their children’s decision to attend Fisk. Conversely, 10% (n=5) noted that the factor was not important at all to their children’s decision. In addition, 4% (n=2) of the parents were unsure as to the importance of open house/recruitment fair to their children’s decision to attend Fisk. Six percent (n=3) of the parents did not answer the question (see Figure 14 below).

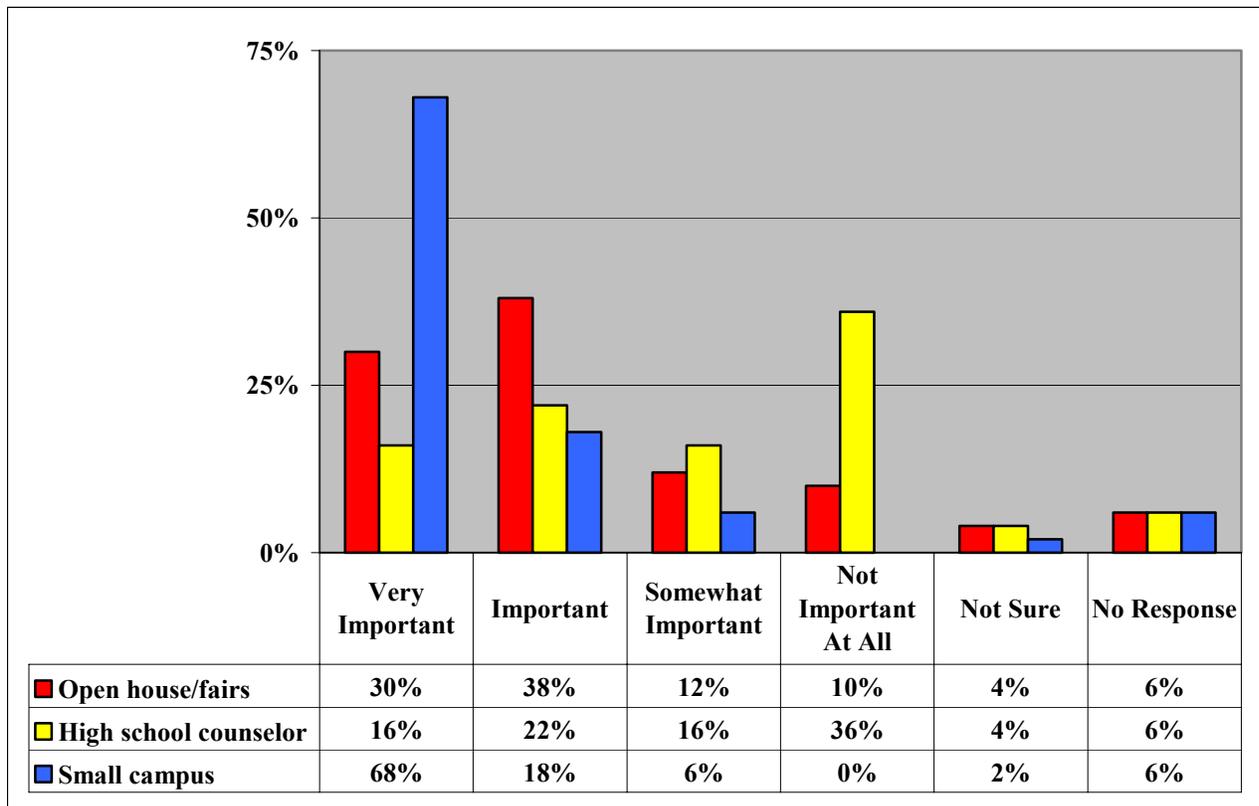
HIGH SCHOOL COUNSELOR

Over half of the parents noted that a high school counselor was very important (16%, n=8), important (22%, n=11), and somewhat important (16%, n=8) in their children’s decision to attend Fisk. On the other hand, 36% (n=18) of the parents indicated the factor was not important at all in their children’s decision, and another 4% (n=2) were unsure. Six percent (n=3) of the parents ignored the question (see Figure 14 below).

SMALL CAMPUS SIZE

Over 90% of the parents reported that Fisk’s small size was very important (68%, n=34), important (18%, n=9), and somewhat important (6%, n=3) in their children’s decision to attend Fisk. One of the parents was unsure as to the factor’s importance. Meanwhile, 6% (n=3) of the parents did not answer the question (see Figure 14 below).

Figure 14: Open House/Recruitment Fair; High School Counselor; Small Campus Size



SMALL CLASS SIZE

Similar to small campus size, over 90% of the parents noted that small class size was very important (72%, n=36) and important (22%, n=11) to their children’s decision to attend Fisk. Six percent (n=3) of the parents ignored the question (see Figure 15 below).

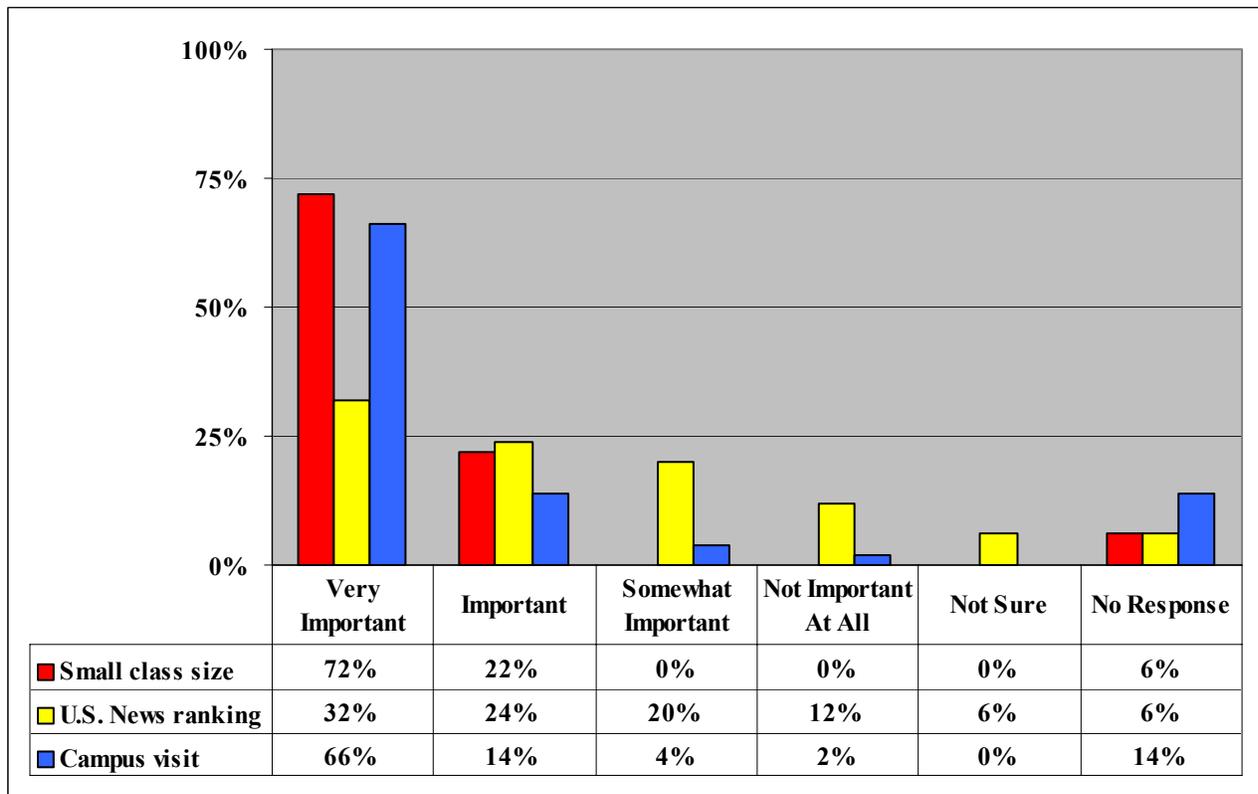
U.S. NEWS & WORLD REPORT

Over three-quarters of the parents noted that the U.S. News and World Report ranking of Fisk was very important (32%, n=16), important (24%, n=12), and somewhat important (20%, n=10) in their children’s decision to enroll in Fisk. Just 12% (n=6) of the parents noted that Fisk’s U. S. News ranking was not important at all to their children’s decision. Six percent (or n=3) of the parents chose an “unsure” response, while another 6% (n=3) did not answer the question (see Figure 15 below).

CAMPUS VISIT

The parents were further asked to indicate the importance of their Fisk campus visit to their children’s decision to attend the institution. Over 80% of them noted that the factor was very important (66%, n=33), important (14%, n=7), and somewhat important (4%, n=2). Just 1 of the parents indicated that campus visit was not important at all to his or her child’s decision to come to Fisk. Meanwhile, 14% (n=7) of the parents did not respond to the question (see Figure 15 below).

Figure 15: Small Class Size; U. S. News and World Report Ranking; Campus Visit



APPENDIXES

Appendix A: List up to two reasons why your son/daughter chose Fisk over the other colleges for his/her college education.

FIRST REASON	SECOND REASON
<ul style="list-style-type: none"> • 4th generation Fiskite • Academics. • Afrocentric / Cultural focus; positive environment • Aid • Alumni influence • Because I wouldn't let her go to Howard. • Because of the small family oriented campus environment. • Better academic program • Fisk was the first school to accept my son, even though it was not his 3rd or fourth choice. Fisk also gave him his acceptance early enough to for him to visit and enroll with the current class. He had a strong desire to attend a HBCU • Friendly atmosphere. • Good music curriculum • HBCU • He had a friend was trying to get accepted • He has always said Fisk was his first choice. • He liked it on a college tour, better then the others • Heritage and the connection with Vanderbilt University for 5-year program. He was accepted @ the University of Kentucky and University of Louisville with more scholarship monies. But his first choice was Fisk. • His godfather and brother attended Fisk. • History of the institution • It has a great academic program for his studies and our pastor recommended he attend (he is a graduate of FISK). • It is a HBC • It was an HBC 	<ul style="list-style-type: none"> • Biology program • During family weekend, April 4-6, my son was very impressed with the nurturing of students, concern of administration for his academic success and family environment. • Education • Excellent recommendations from other Fisk Alumni • Family history • First impression was a good one • Fisk is a black college and the history behind Fisk. • Fisk University was the first institution of higher learning that accepted my son for admission. • He can possibly get over to Meharry from Fisk • He has leadership capabilities and Fisk helps to develop leaders. • He like the idea of an HBC • He likes the Fisk atmosphere. • He was encouraged to attend a local university, and he liked FISK. • High academic standing. • Historical Black College • Joint Medical Program • Knew others attending • Like the school • More of an academic school/ attended academic high school--transition may be easier • My daughter felted that she would have a great education from Fisk and could give her a great start in life. • Not as expensive as we thought it would be

<ul style="list-style-type: none"> • Level of education she would receive • Location • Location to Medical College next door • Medical Program • Medical program with Meharry and high academic standards set by Fisk • Medical School • More impressed with the potential medical training opportunities • My daughter has toured Fisk for 4years and enjoyed the people here and really liked the fact that it was a small family campus. • Our daughter said she felt at home. • pre-medicine • Program of Study • Quality of education • Scholarship • Scholarship Recipient • She felt like that Fisk was the best for her • She like the family orientated campus. • She really liked what she saw and the feeling that we had during our senior tour of the school. She liked the maturity and the caring that is given as well as the care given in the academic areas. • she received more scholarship money from Fisk. • Smaller campus/Academics • The Campus • The concern of the university for my daughter success • The provost scholarship • The report of the high academic standard that Fisk have • Wanted to attend a historical black college • We have two former Fiskites 	<ul style="list-style-type: none"> • One of his mentors highly recommended Fisk. • Our daughter said she felt that she belonged at Fisk. • Out of his home state area • Reputation • Same as Above • Scholarship • She believes that she will receive the best education and life experience. • She was treated as a person and not just a number. • She was very impressed with the Fisk family atmosphere and also with the joint program offered for her major (pharmacy or medicine). • Size • Size & Personal attention • Size of university • Small Campus • Small Campus Setting • Strong liberal arts emphasis and reputation • The five year MBA program • The friendly atmosphere at Fisk • The size of the student population and the character of former students • The student body size • Tuition vs. Financial Aid Assistance • Two be close to her sister • We compromised, I chose Spelman, she chose Howard
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Appendix B: List two concerns that you may have about your daughter/son attending college at Fisk University:

CONCERNS

- His roommate 2) he needs a P/T job.
- Being a number.
- Being able to afford for her to continuing to attend, financially we really cannot afford it, it is by the grace of the God she is her now.
- Being away from home for the first time with no family around.
- Being so far away.
- Computer technology (male dorm).
- Distance from home.
- Dorm security.
- First time away from home.
- Has to take another language
- I'm concern about her managing her time wisely.
- I pray that he will not have trouble getting use to the independence that comes with college life.
- Is she really asking for help as soon as she realizes that she needs it?
- Leaving Campus Notification.
- Limited Financial support available.
- Making sure that she will be safe.
- Many of the teachers were not present when school started.
- My most concern is her safety.
- N/a.
- Neighborhood.
- No security cameras or emergency phones on campus.
- None right now.
- None, now that I know you have a strictly enforced curfew and boys are NOT allowed upstairs
- Party school.
- Pre-professional programs.
- Right now, I feel that my daughter is in very good hands, she is a very hard worker and very focused. She is in God's hands, and with that I know she will be just fine.
- Safety.
- Safety and security on campus.
- Safety issue.
- Safety on an open campus.
- Security.
- Small number of male students.

- So far away from home. Otherwise, nothing else.
- Sunday, August 24, 2003 we returned late (sorry) 1:05a and the basement door to Jubilee Hall was unlocked and unattended.
- Taking German as a chemistry major.
- Technology.
- That she would be safe and be able to speak to her advisor any time if she needs help.
- The area surrounding the campus – rundown.
- The conditions that my son was accepted on. He can only take 12 credit hours per semester and 30 are needed for him to be classified as a sophomore. I now have added expense of paying for summer school to get the additional hours he needs.
- The poor quality of the dorm hall and treatment of young men at Fisk.
- The Security around the campus.
- There isn't enough cultural diversity within the student body.
- Tornos, to much soda and ramen consumption.
- Travel.
- Tuition.
- Will it prepare her for law school.
Academic counseling and advising.
- Adapting to the weather.
- Advising.
- Better communication from admissions.
- Better lighting on the campus.
- Class scheduling.
- Community service.
- Cost of textbooks.
- Financial.
- Fire safety in the dorms.
- Getting sick, homesick or just sick-sick.
- Good support system.
- Her being able to get around and learn of her new surroundings
- Her getting the classes she need and not have not to take classes she want need.
- I am also concern about her staying away from credit card offers.
- I want him to final get advice on courses that will count so he can graduate.
- If my child cannot make it home if she can stay on campus and be safe when short holidays of school closings.
- Missed classes due to teacher absences or rooms not open
- N/A.
- N/A.

- No other concerns at this time.
- None.
- None.
- Opportunity to make friends.
- Personal safety on and around the campus.
- Safety near the public housing & Tutoring.
- she stay academically focused, being in a new independent environment.
- That he is able to register for the classes he needs for his major.
- That she will remain focused and pump the grades that she is capable of.
- The registration process occurred after parents departed.
- There's seems to be a problem with scheduling.
- Timeliness of communications.

Appendix C: Recommend any actions that Fisk University may take to make you feel better about your concerns:

RECOMMENDATIONS

- A security guard, preferably female, in the dorm at night would be good
- After attending a few of the orientation sessions over the past weekend I feel confident he will get the help he might need.
- Allow my son to take the 15 hours with the tutor that is required.
- Any incident that may occur parents would be inform
- Close Jackson St. to from the public (similar to what TSU did with John Merritt Blvd.)
- Communication
- Constant patrol of campus
- Continue fostering group activities
- Do a session on time management
- Eliminate the process of filling out a form every time my child wants to spend the night out.
- Enforce the rule for freshmen to get permission to leave campus
- Ensure that students aren't bothered by non-students
- Give more information on grants.
- Go wireless (as soon as possible)
- Have more concern for the males on campus
- I'm not sure
- Improve Security
- Latest technology
- Locking the door.
- Make sure that security around the University is secure for all students
- Make sure the teachers show up for class
- Maybe enclosing some of the other areas with a security fence to keep out unwanted visitors.
- More active recruitment for young males
- More lighting/better welcome committee
- N/a
- None- comfortable with university's stand on embracing freshmen and interest in their all around well being.
- Nothing. I will get over it.
- Offer a few more
- Offer other avenues of financial aid and or scholarship awards
- Place security cameras and emergency phones around campus
- Prayer
- Reaching out for more contributions
- Recruit campaign
- Replace the German with Spanish
- Security guards on campus
- Stay on top of him! If he missing out of class find out why and let him know you're are aware when he is not there.
- That she is treated as if she was a part of someone's immediate family.
- The letter I received from the president was a great comfort and ultimately led to my daughter's attendance.

- There's nothing you can do
- Write the parents to let them know the students advisor so that we can get a relationship so we can help my child together.
- You have already cleared my concern - You now have a full time spiritual advisor/minister on staff that she can continue her Christian values.
Advanced notice before you kick him out for failing of grades if he fails, I want to know about it if he is failing. I know you can't send his grades if the child checks off that box but I just want to get a warning notice
- Book Loan Program - students pay a fee to use the books for the semester
- Connecting students to those in the community related to her field of interest
- Don't know
- Ensure appropriate counselors are assisting in class selections.
- Fix the problem
- Give a session money matters and credit card debt.
- Have advisors available the first day of orientation
- Having someone assign to freshman students
- I feel that for first year the courses can be discussed while parents are in Tennessee. This would ease parents' fears as they are leaving their children for the first time. This would allow for discussion with children prior to departure.
- Let the parents know what to do if they cannot afford to send their child home as much as they would like too. What can the parent do to make sure that their child would be safe?
- Make sure advisors meet regularly with freshmen students.
- Make sure that security is well trained and familiar with the campus activities.
- Making sure she knows how to access modes of transportation and her being cautious and safe.
- More Scholarship Information
- N/a
- N/A
- None
- None
- Not really sure
- Nothing
- On-line registration, based on major.
- Proper guidance and counseling
- Provide a report of the crime statistic near his dorm area/Fisk campus
- Provide me with emergency plans in case of fire
- Putting up some extra lamppost around the campus.
- Registration process should be more efficient
- She has to be challenged because she can get bored easy.
- Take active role in making sure new friends are made