Who responded?

65% of students had at least one parent answer the survey (n = 1,610)

55% reported that they receive grant aid – from the College or elsewhere

There was almost an equal distribution across class years
Points of Comparison

2012 Parents’ Survey  
(n = 1,476)

Financial Aid Status

Class Year
Most parents are satisfied by the education their child has received

Overall, how satisfied are you with your child’s undergraduate education at Wellesley so far?
Overall, how satisfied are you with your child’s undergraduate education at Wellesley so far?
Parents of students who receive grant aid are more satisfied than their peers who did not receive grant aid.

Overall, how satisfied are you with your child's undergraduate education at Wellesley so far?
Wellesley parents think providing a broad-based education is the most important thing the College can do

<table>
<thead>
<tr>
<th>Service Provided</th>
<th>% Reporting “Very Important”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide a broad-based education that promotes intellectual growth</td>
<td>91%</td>
</tr>
<tr>
<td>Develop leadership skills</td>
<td>86%</td>
</tr>
<tr>
<td>Provide opportunities to access a valuable alumni/ae network</td>
<td>85%</td>
</tr>
<tr>
<td>Prepare students for graduate or professional school</td>
<td>79%</td>
</tr>
<tr>
<td>Provide students with skills valuable in the workplace</td>
<td>77%</td>
</tr>
<tr>
<td>Provide opportunities to conduct research with faculty</td>
<td>72%</td>
</tr>
<tr>
<td>Recruit a diverse student body</td>
<td>68%</td>
</tr>
<tr>
<td>Provide international/global experiences (e.g. study or work abroad)</td>
<td>67%</td>
</tr>
<tr>
<td>Encourage community service and volunteering</td>
<td>53%</td>
</tr>
<tr>
<td>Provide extensive extracurricular and athletic options</td>
<td>46%</td>
</tr>
<tr>
<td>Provide training for a specific career or profession</td>
<td>47%</td>
</tr>
</tbody>
</table>

In your opinion, how important is it that the institution does each of the following? % reporting “Very Important”
Parents worry more about debt and academic stress, but less about job search than in 2012

<table>
<thead>
<tr>
<th>Question</th>
<th>2012</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Will graduate with too much debt?</td>
<td>24%</td>
<td>31%</td>
</tr>
<tr>
<td>Is under too much academic stress?</td>
<td>31%</td>
<td>39%</td>
</tr>
<tr>
<td>Will have trouble getting a good job after graduation?</td>
<td>50%</td>
<td>44%</td>
</tr>
</tbody>
</table>

How much do you worry that your child … % answering “Quite a bit” or “A great deal”
Parents agree that the College should focus more on career counseling, create more events without alcohol, and that the College can reduce spending and maintain quality.

- 71% agree that the College should focus more on career counseling.
- 52% agree that the College needs to create more opportunities for alcohol-free socializing.
- 54% agree that the College can reduce spending and maintain quality.
- 23% disagree with focusing more on career counseling.
- 40% disagree with creating more opportunities for alcohol-free socializing.
- 27% disagree with reducing spending and maintaining quality.
- 5% neither agree nor disagree with focusing more on career counseling.
- 9% neither agree nor disagree with creating more opportunities for alcohol-free socializing.
- 20% neither agree nor disagree with reducing spending and maintaining quality.
During the past four years, parents have become more than twice as likely to agree that Wellesley can reduce spending and maintain quality.
Compared to 2012, parents are less likely to be in debt

Have you borrowed to pay for your child’s education? Include borrowing for all years.
% reporting yes (all parents)

39% (2012) → 26% (2016)
Open-ended responses

The analysis of the comments was done by grouping the comments into 35 different clusters, manually merging them to 21 different categories, and running sentiment analysis on the individual categories to determine whether the comments were positive, negative or neutral. The results are displayed on the next slides.
Grateful Alumnae Network Opportunity

Wonderful Welcoming Thank you

Happy Choosing Schools Education

Housing Relationship Community

Help First Year Classes

Career Opportunities Network

Opinion Communication Reading

Senior Support Job

Support Recruitment Internships

Opinion Communication Reading

Family Connection Visit

Parents Communication Need

Financial Aid Returning

Scholarship Opportunity Unable

Loans Financial Aid Returning

Study Abroad Finance

Career Grade Deflation Stress

Mental Health Health Services Stress

Liberal Arts Technology Potential

Social Life Accessibility Boston

Alcohol Social Life Campus

Dormitory Meal Plan Quality

Deflation Stress Parents Communication

Connection Visit
Parents were given a separate comment field for financial concerns. The size of these clusters do not correlate with the overall number of comments addressing these topics.
Athletics and athletic facilities were areas for concerns in 2012, but hardly mentioned in 2016.
End of Document