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The crest of Lindenwood University is visible in the background on the right side. It features a shield with a cross, topped by a helmet with a crest, and surrounded by decorative flourishes and a banner.

How Effective was Graduate and Non-Traditional Student Communication when Applying to Lindenwood University?

Jennifer Sailor, Robby Hamilton, Alisa Wynn, Meredith Pool-Boerding

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Introduction (as a group)

- Participants
 - Contacted Graduate Professors
 - Reevaluated
 - Contacted any Professor
- Focus Group
 - Recording and Transcribed Microsoft Teams
 - Reviewed Informed Consent
 - Demographic Form
 - Body Language Data Sheet
- Analysis Based on Major



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Limitations (as a group)

- Researcher Bias
- Traditional Students Influence
- Demographic form not fully completed
 - Causing different sample sizes
- Students not knowing what it means to be traditional or a non-traditional student
- Had to rely on convenience sampling
- Different Results from researchers



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The crest of Lindenwood University is a detailed heraldic emblem. It features a central shield divided into four quadrants, each containing a crescent moon. Above the shield is a helmet with a crest depicting a bird, possibly an eagle or phoenix, with its wings spread. The shield is flanked by ornate, symmetrical scrollwork and floral motifs.

Data Science

Jennifer Sailor

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Methods

- 1 Appendix A: Question Sheet
- 2 Focus Group: Moderating and Recording
- 3 Data Set: Transcription and Deidentification
- 4 Data Analysis: RStudio, Excel, Packages, and Edits

Methods

Transcript

date	Speaker	Type	Question Group	Text
3/28/2022	R1	Researcher	1	What was the number on deciding factor that led you to pick Lindenwood University?
3/28/2022	S2	Graduate	1	Dope Mascot
3/28/2022	S1	Graduate	1	Closeness to home
3/28/2022	R1	Researcher	1	Did affordability play into a factor in that at all?
3/28/2022	S2	Graduate	1	My company originally reimbursed me for my tuition at first but now I go to a new company and they do not.
3/28/2022	R1	Researcher	1	What about you, do you have a company supporting you?
3/28/2022	S2	Graduate	1	I did. Tuition was not a deciding factor for me. It was more about the proximity
3/28/2022	Online	Graduate	1	Football Team.
3/28/2022	R1	Researcher	1	Did you attend your undergraduate at Lindenwood University?

Group 1: Question 2, 12, 3 from Stakeholder Application:

What was the number one deciding factor that led you to pick Lindenwood University?

- Ex.
- Affordability
 - The school and/or learning center location
 - Class Size
 - Proximity to work or home
 - Knowledge of someone who attends/graduated
 - My employer partners with LU
 - Meeting with an academic advisor or faculty
 - The reputation of the school
 - Graduation Outcomes

What was biggest obstacle during the college search process

- Ex.
- Financial
 - Work/Life Balance
 - Course offerings/Availability
 - Accessibility

Group 2: Question 13 from Stakeholder Application:

How do you think LU can make the financial aid process easier to understand for prospective students?

Group 3: Question 4, 8 from Stakeholder Application:

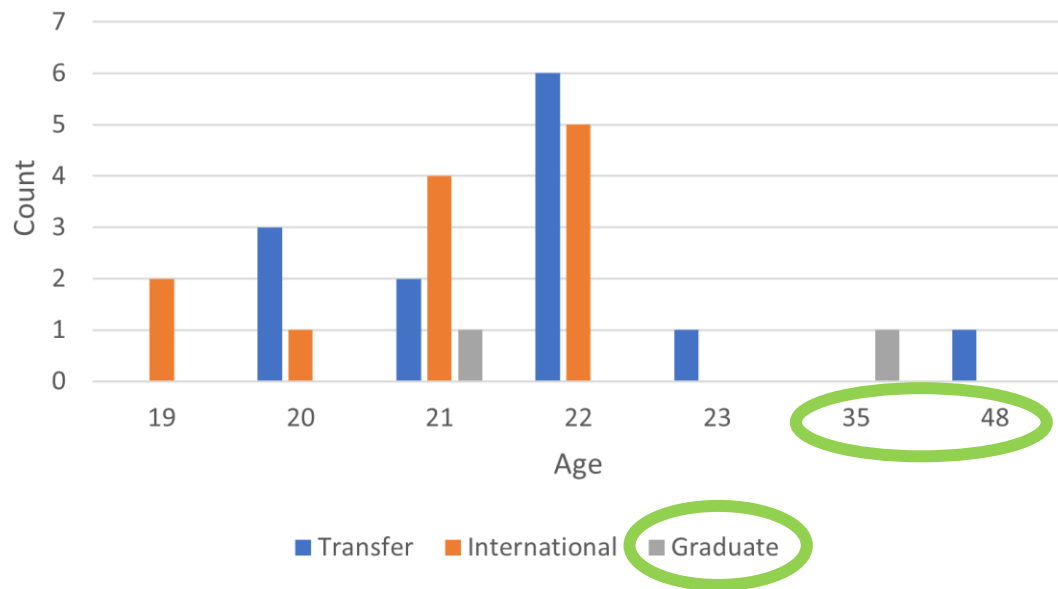
When you started your college search, which person from a college would you have preferred to hear from?

- Ex.
- Admissions Counselor
 - Academic Advisor/Faculty
 - Student Financial Services

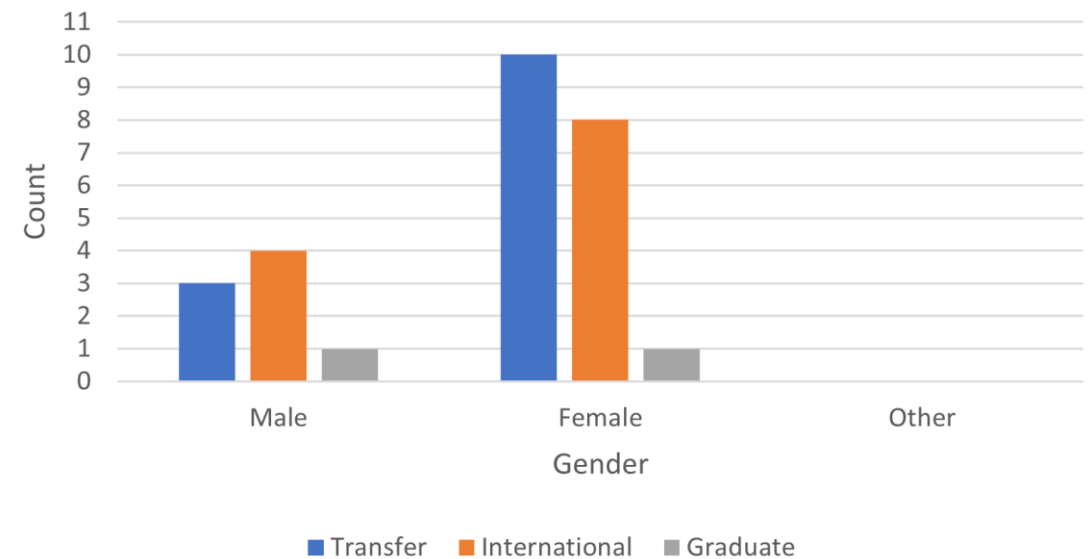
What do admissions counselor need to understand about how [an](#) professional student wants to be communicated with during their college search?

Demographic Forms

Demographic Sheet - Age Count



Demographic Form - Gender Count

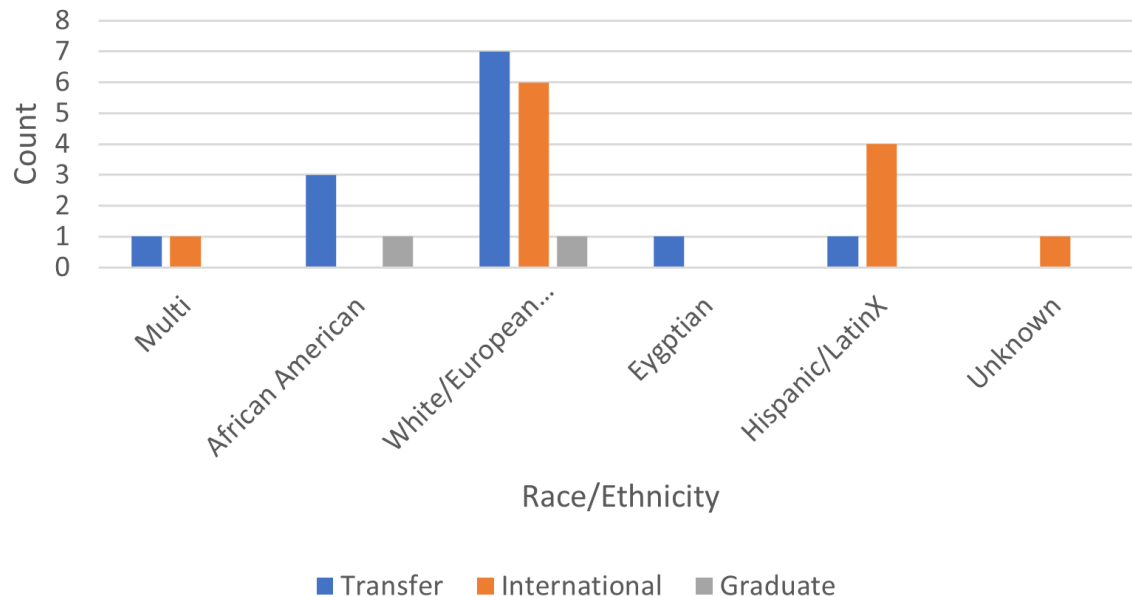


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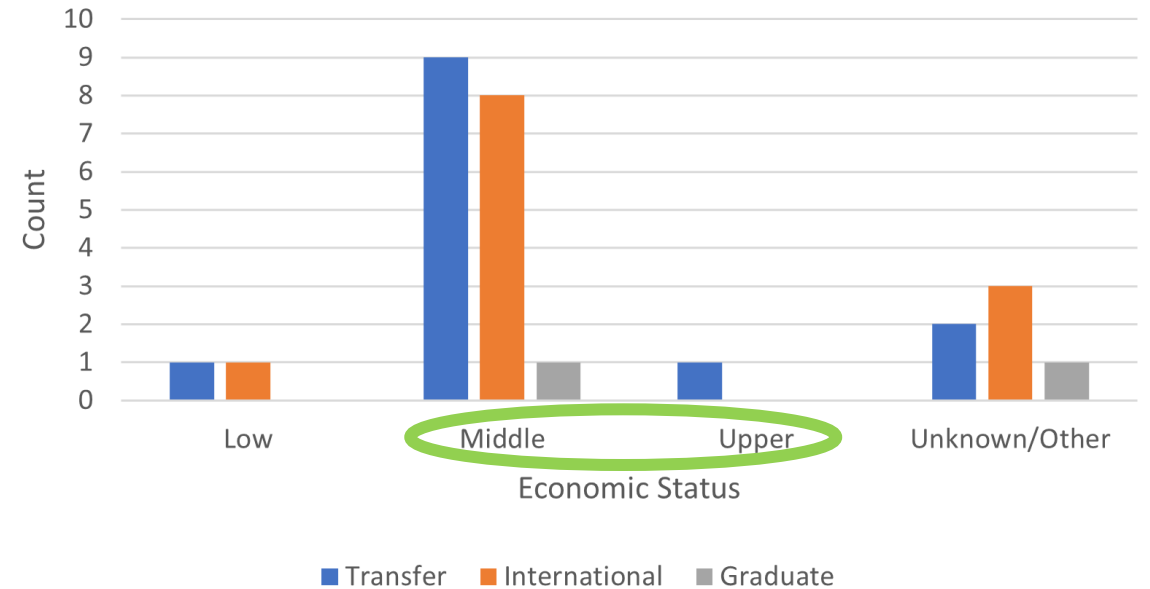
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Demographic Forms

Demographic Form - Race/Ethnicity Count



Demographic Form - Economic Status Count

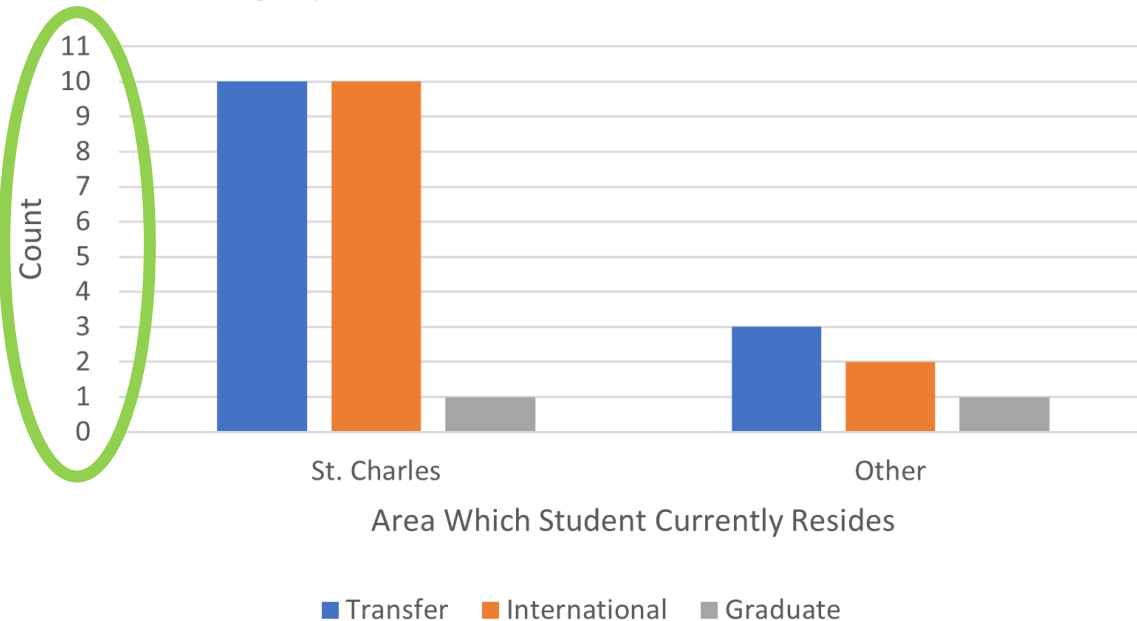


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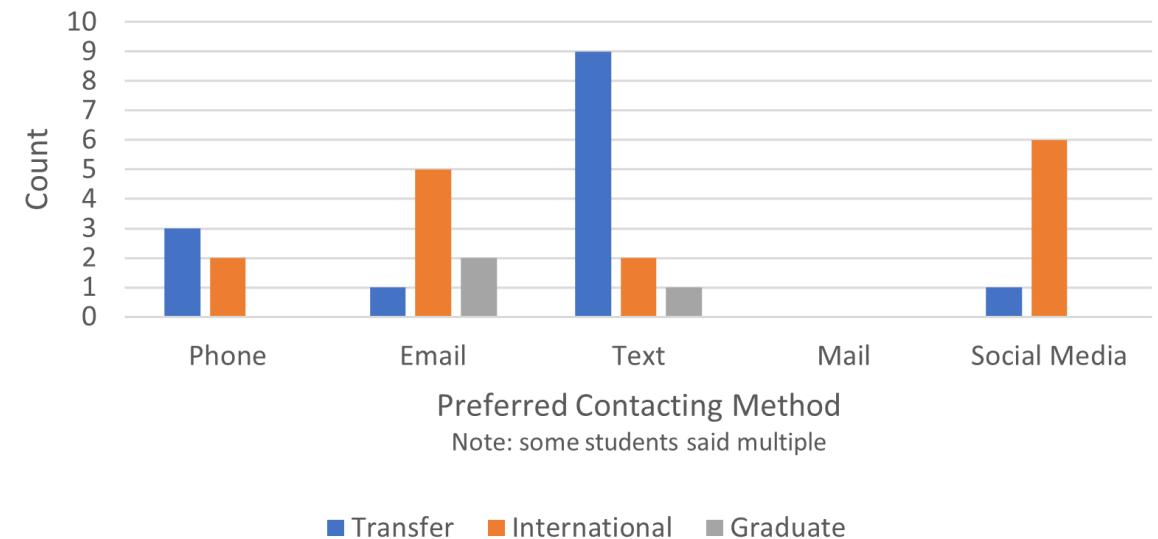
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Demographic Forms

Demographic Form - Current Residence Count



Demographic Form - Preferred Contacting Method Count



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Results

The Number (n) of Words Spoken by Each Type of Non-Traditional Student

Type	Number of Words Spoken
International	3717
Adult Learner	931
Graduate	863
International and Transfer	673
Transfer	541
Applying Graduate and Transfer	240

Results will be heavily influenced by International Students

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Results

The Number (n) of Words Spoken by Type of Non-Traditional Student

	Type	Number of Words Spoken	Number of Speakers	Average Words per Speaker
2	International	3717	10	372
1	Adult Learner	931	1	931
	Graduate	863	3	288
3	International and Transfer	673	2	337
	Transfer	541	5	108
	Applying Graduate and Transfer	240	1	240

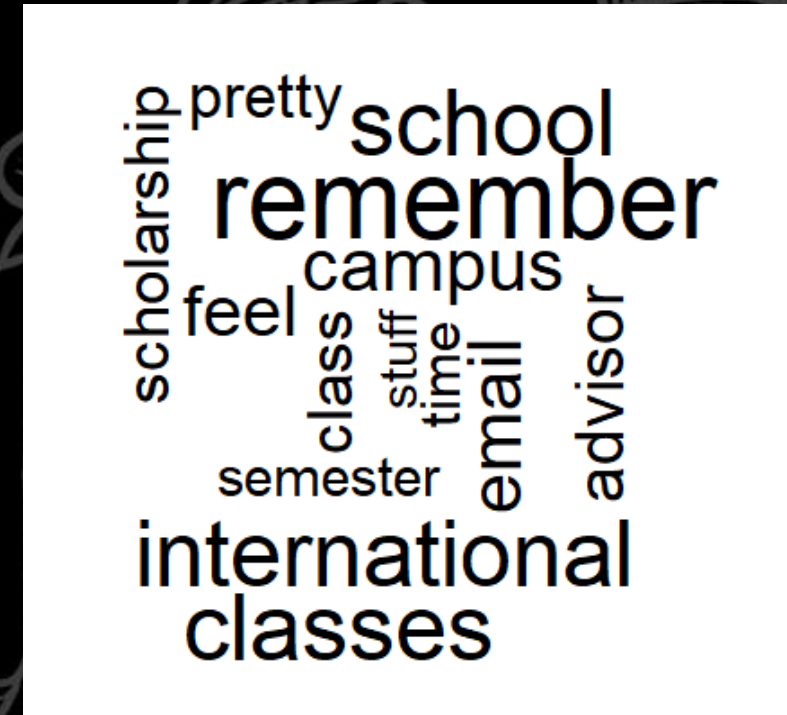
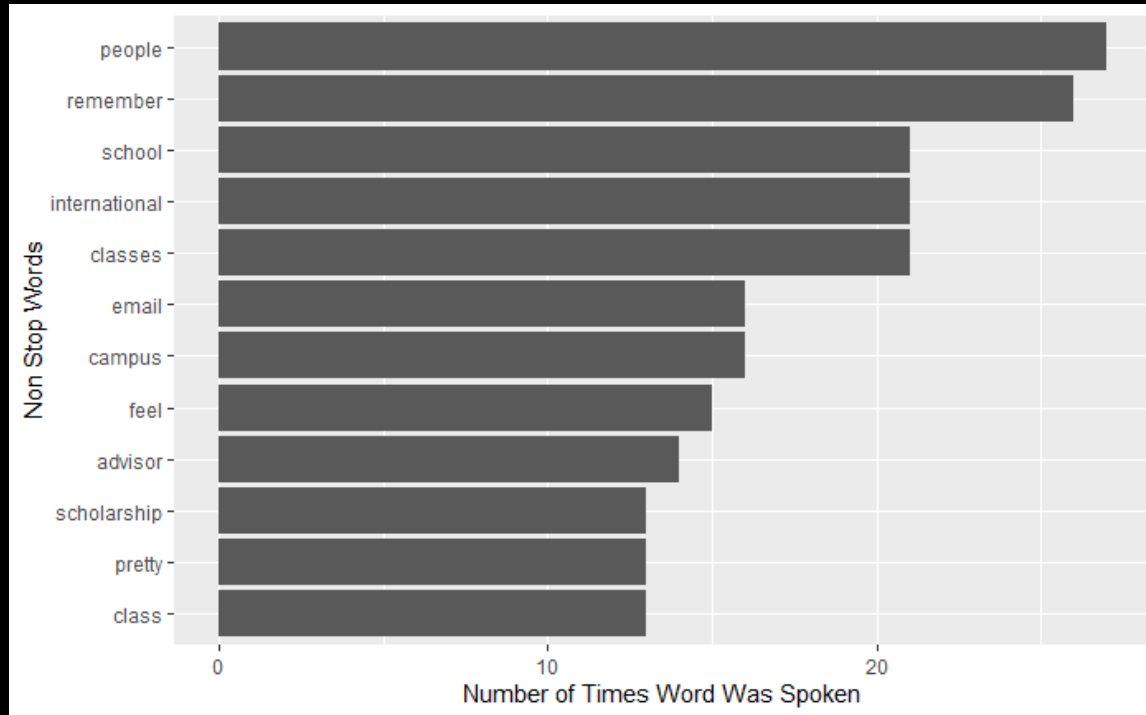
Results will be heavily influenced by an Adult Learner

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Results

What words were spoken the most?



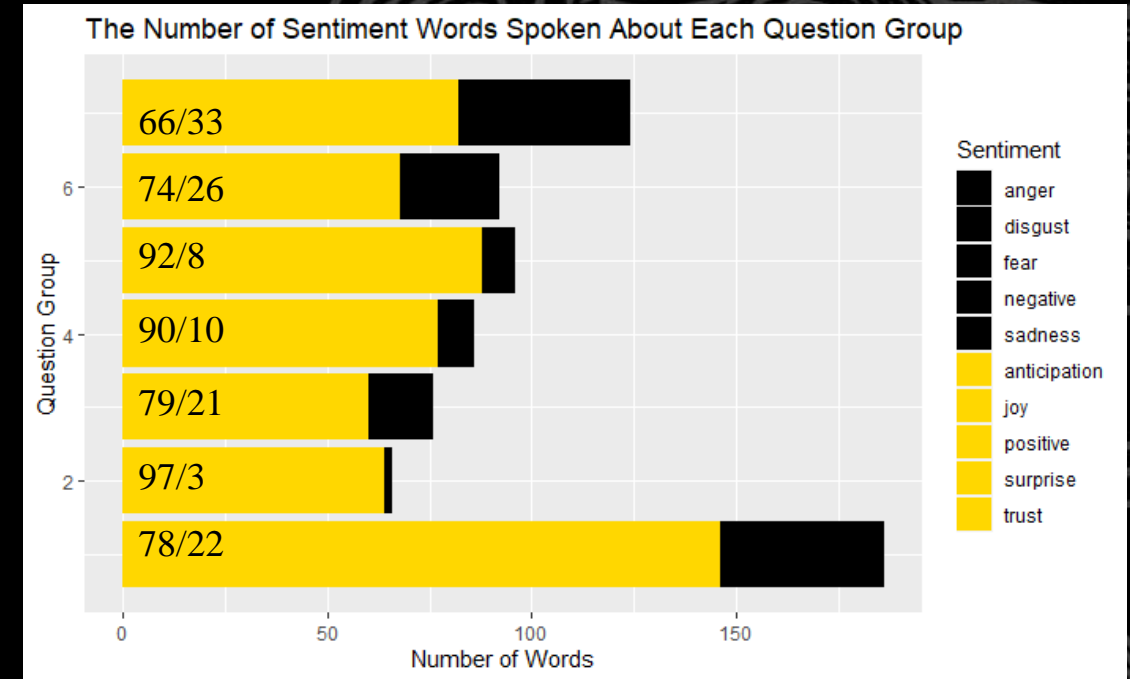
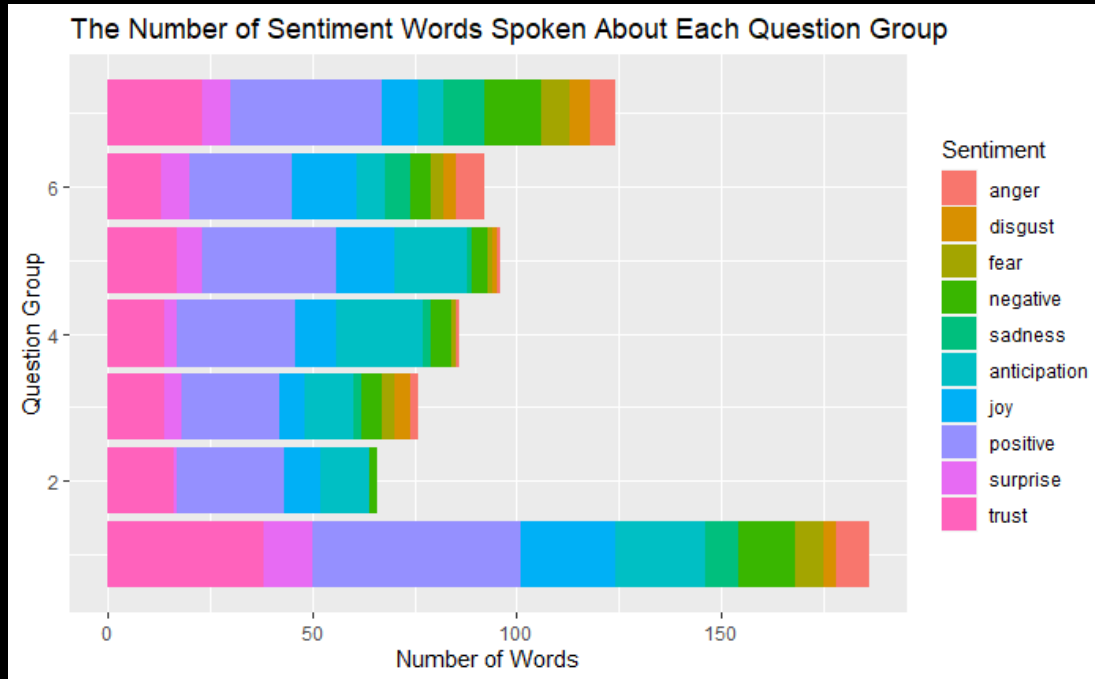
It's important to see that international, email, advisor, and scholarship were in the top 10 because it tells to some of the answers to the questions and gives an idea of what the theme of the focus groups were.

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Results

What is the number of sentiment attached to each question group?



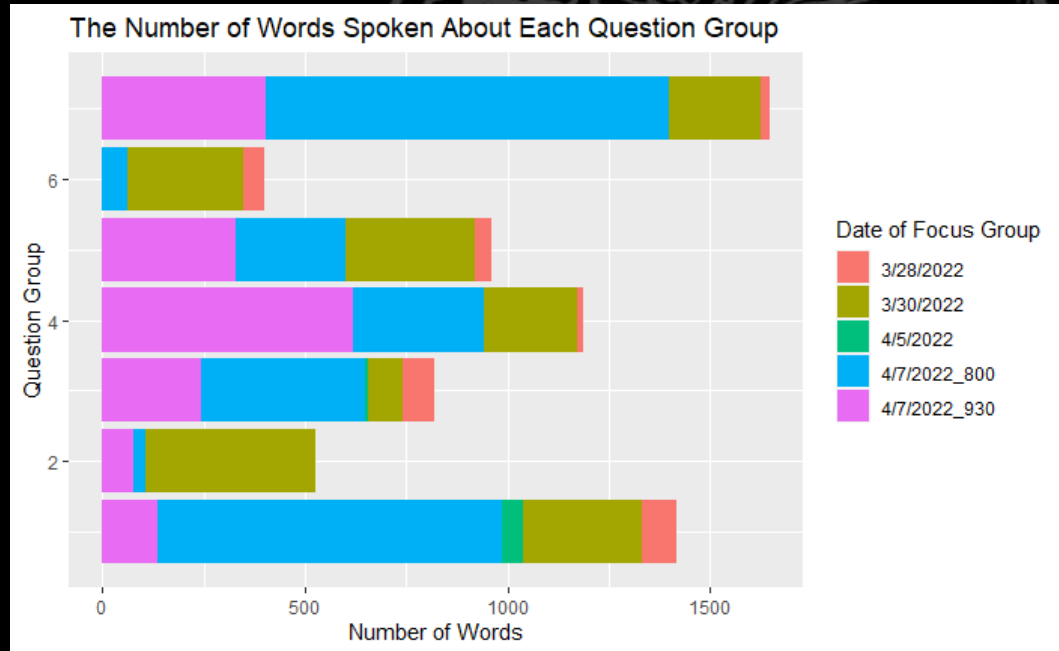
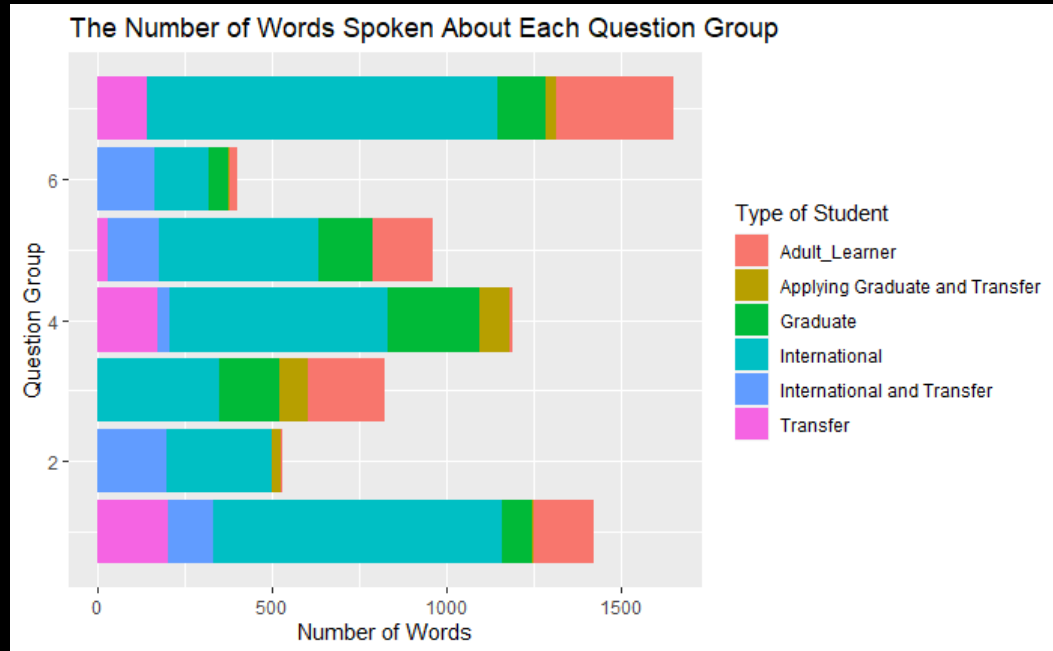
Overall lots of positive feedback however the most negative was question groups 7, 6, 1 and 3

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Results

What was the number of words spoken each question grouping?



These results show the importance of reading which sections of transcript to get the most relevant data to what the stakeholder wants to focus on

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Results as Moderator

- 1 Emailing works best overall
- 2 Meeting with Academic Advisor
- 3 Clear depiction of fees
- 4 Map and Exclusive Tour of Classes

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Conclusion

- 1 Total of 28 Students, 22 Students were Non-Traditional, bias from International students as a whole and an Adult Learner as an individual
- 2 Communication by email was most effective
- 3 When wanting to look at how to improve Enrollment Management look at Question groups 1, 3, 6, and 7, however, overall, the admissions process was positive.

Limitations Researcher Specific

- Inaccuracies in Transcription
- Did not include 1 focus group
- Missing a graduate demographic form

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Overall Analysis

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Sample Size

Robby

Sample Size: 24

Information from:
Demographic Form

Not including
Graduate Students

Alisa

Sample Size: 28

Information from:
Demographic Form
and labeling based
on Transcription

Jennifer

Size: 27
(Demographic Analysis)

Information from:
Demographic Form

Not including 1
Graduate
Demographic form

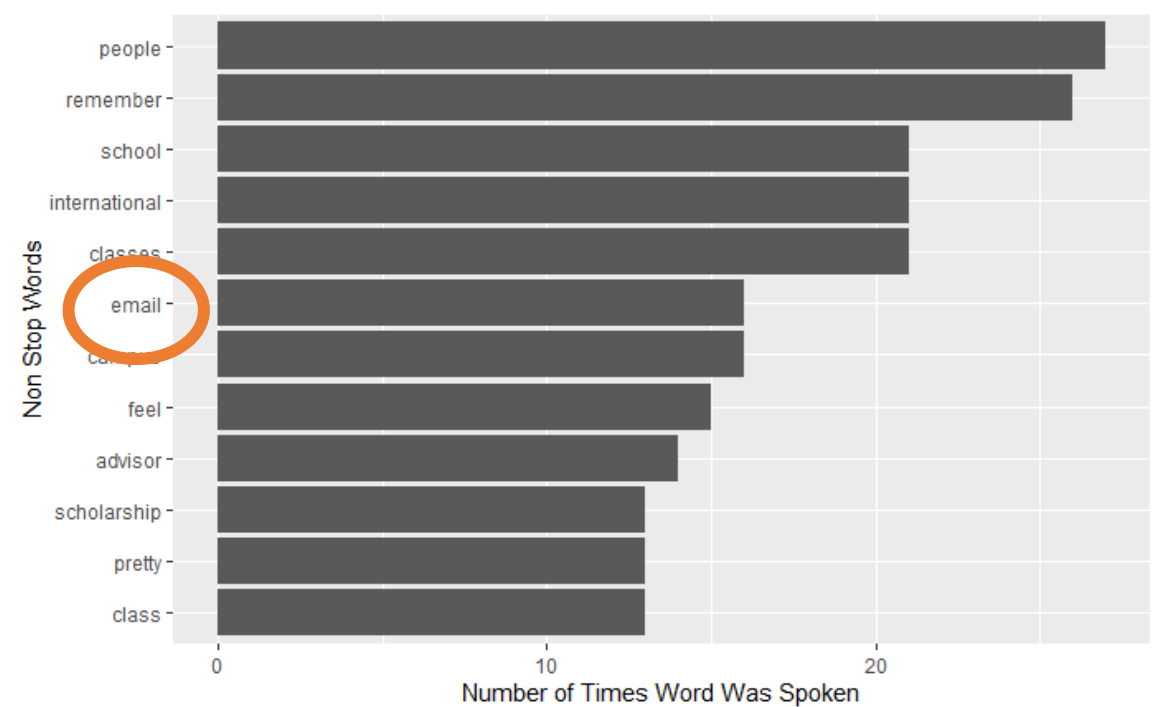
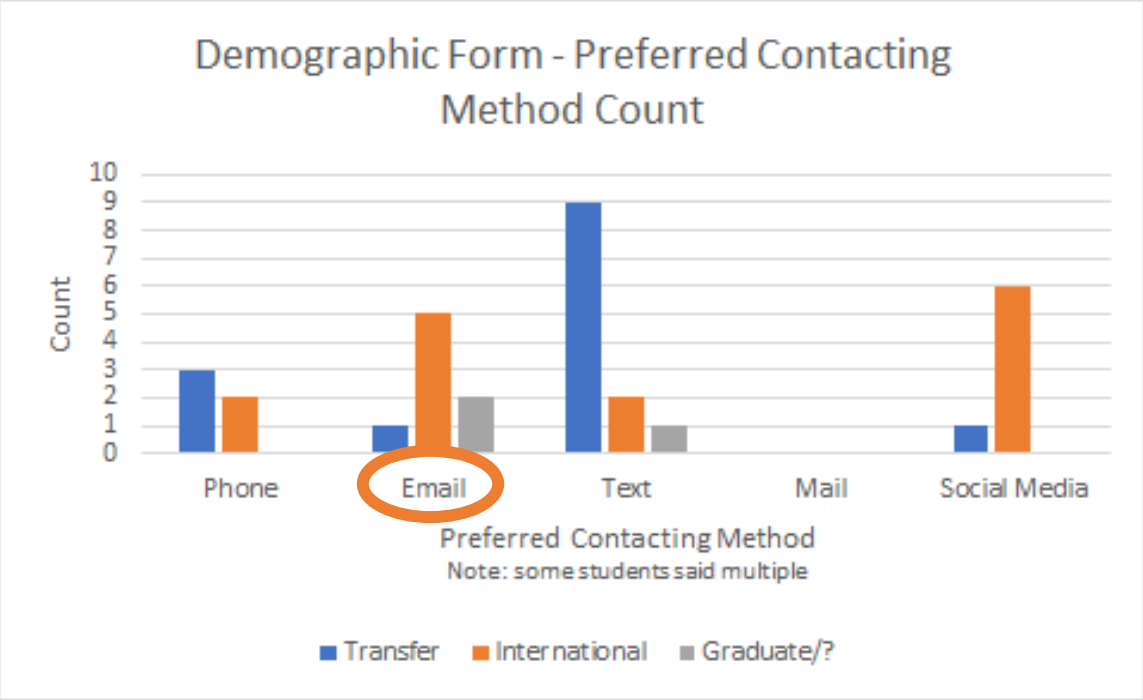
Jennifer

Sample Size: 22
(Transcription Analysis)

Information from:
Transcription

Not including 1
focus group

Preferred Method of Contact



Jennifer Demographic and Jennifer Figure 2

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Comparing Feedback

	Positive	Negative	Positive	Negative
Question 1 ~	76%	24%	78%	22%
Question 2	63%	37%	97%	3%
Question 3	67%	33%	79%	21%
Question 4	73%	27%	90%	10%
Question 5	79%	21%	92%	8%
Question 6 ~	75%	25%	74%	26%
Question 7 ~	69%	31%	66%	33%

Key	
Alisa - Body Language Analysis	
Jennifer - Transcription Analysis	
~	Similar in Scores

Averages from Alisa Appendix F and Jennifer Figure 7

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Future Research Recommendation

21

- Clarify definition of nontraditional
- Ask traditional students to leave room
- Have bullet points only on demographic form

Recommendations for Enrollment Management

- Text Transfers and Internationals social media and email
- Clarify Financial Aid Process
 - More appealing to middle class so they want to know where money is going and when it is going to change
 - Books, increase in tuition yearly, meal plans, changes in financial aid if live off campus
- Meeting with Academic Advisor was negative
 - Sit down and choose classes
- Give Map and Tour of Major Specific Buildings
- Encourage hosting virtual visits, open houses, or other online events
- Students are still happy to be at LU

As Applying Graduates...

- We looked for..
 - Great Communication
 - Detailed Outline of Application Process without hunting
 - Easily Accessible/User Friendly Website
 - Link to Application obvious and simple
 - Feedback from current Graduate Students
 - Meeting with Faculty in department
- We don't like...
 - Spam calls
 - Unclear scholarship information at time of acceptance

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