



OLD DOMINION
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SCHEV High School Senior Survey Preliminary Results

The Social Science Research Center &
The Center for Implementation and Evaluation of Education
Systems

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Brief Summary of How We Got Here

- The ODU Research team submitted a proposal to conduct a web-based survey of high school seniors in Virginia. We engaged in a collaborative effort with SCHEV to develop a survey instrument to identify factors influencing high school seniors' decisions about whether to pursue a post-secondary degree.
- The survey investigated decision-making processes regarding the choice to attend or not attend postsecondary education programs, specifically identifying the factors that influence students who choose not to pursue higher education.
- The survey content was informed, in part, by insights from the “What We Know About College Decision Making” brief created by SCHEV (which includes data from HCM-Edge Research - “Edge study”).
- Up to 600 completed surveys were to be obtained with the note that SCHEV would deem a minimum of 400 to be a reasonable response. Survey efforts and sampling continued until the desired target number was reached and data analysis needed to begin for this July presentation.

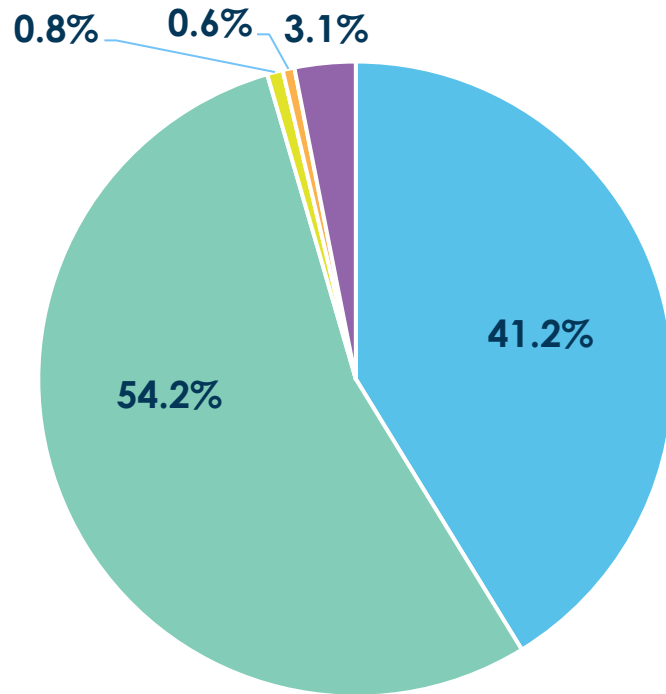


Survey Methodology / Other Notes

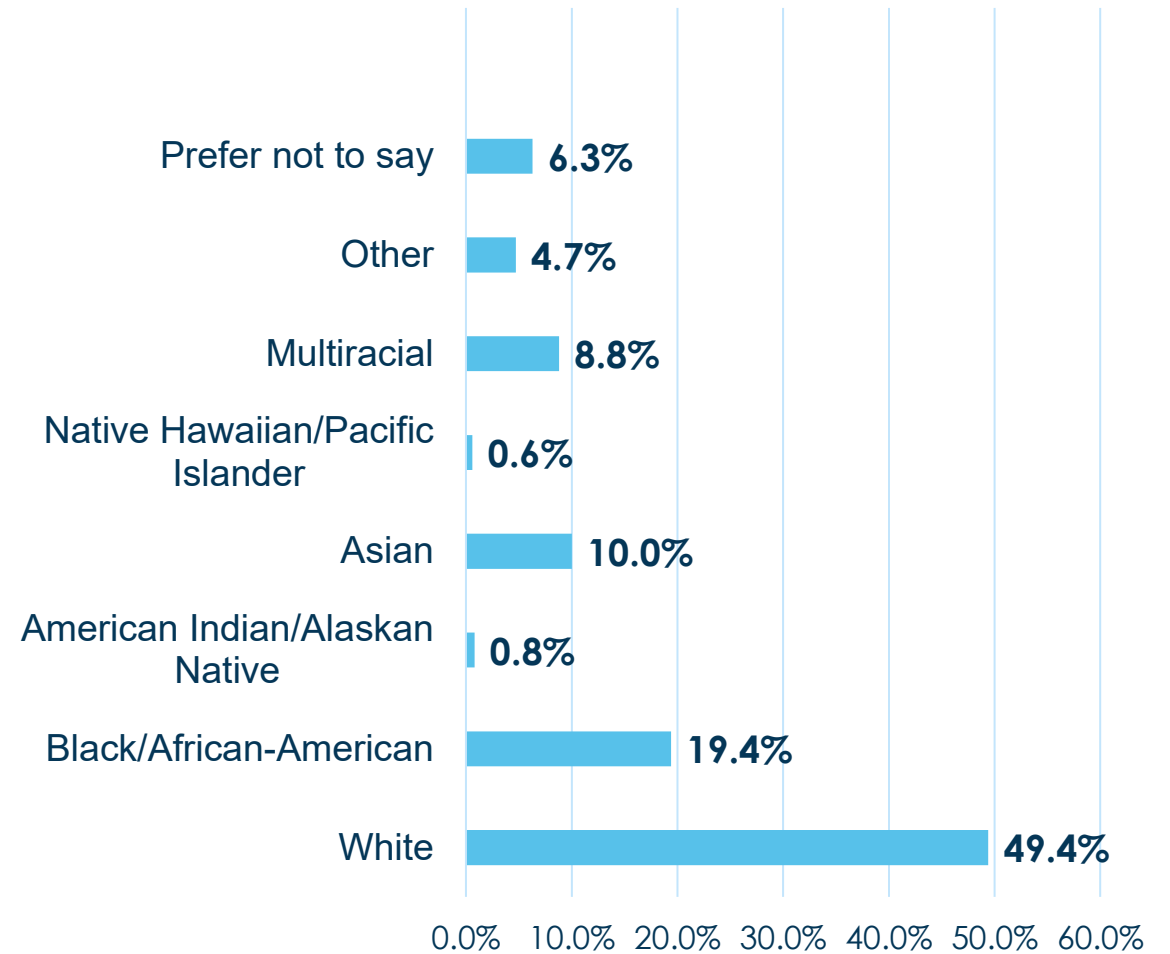
- Sampling frame – list from College Bound Selection Services (CBSS)
 - Allowed for direct mail (postcard) and email (survey invitation/reminders) of VA high school seniors (18 yrs+ to not require parental consent)
 - n=16,253 students
- Postcard followed by email invitation and up to three reminder emails
- \$10 gift card incentive for completion
- Pilot May 9-16 (n=350) / full implementation May 22-24 (n=15,903)
 - Inclusion of open-ended question about “closest friend who is not going to college”
 - Survey completers: Refer a friend who is not planning to go to college (June 6-14)
- N=631 completed surveys
- N=62 who do not plan to attend college



All Survey Respondents: Gender & Race Distribution

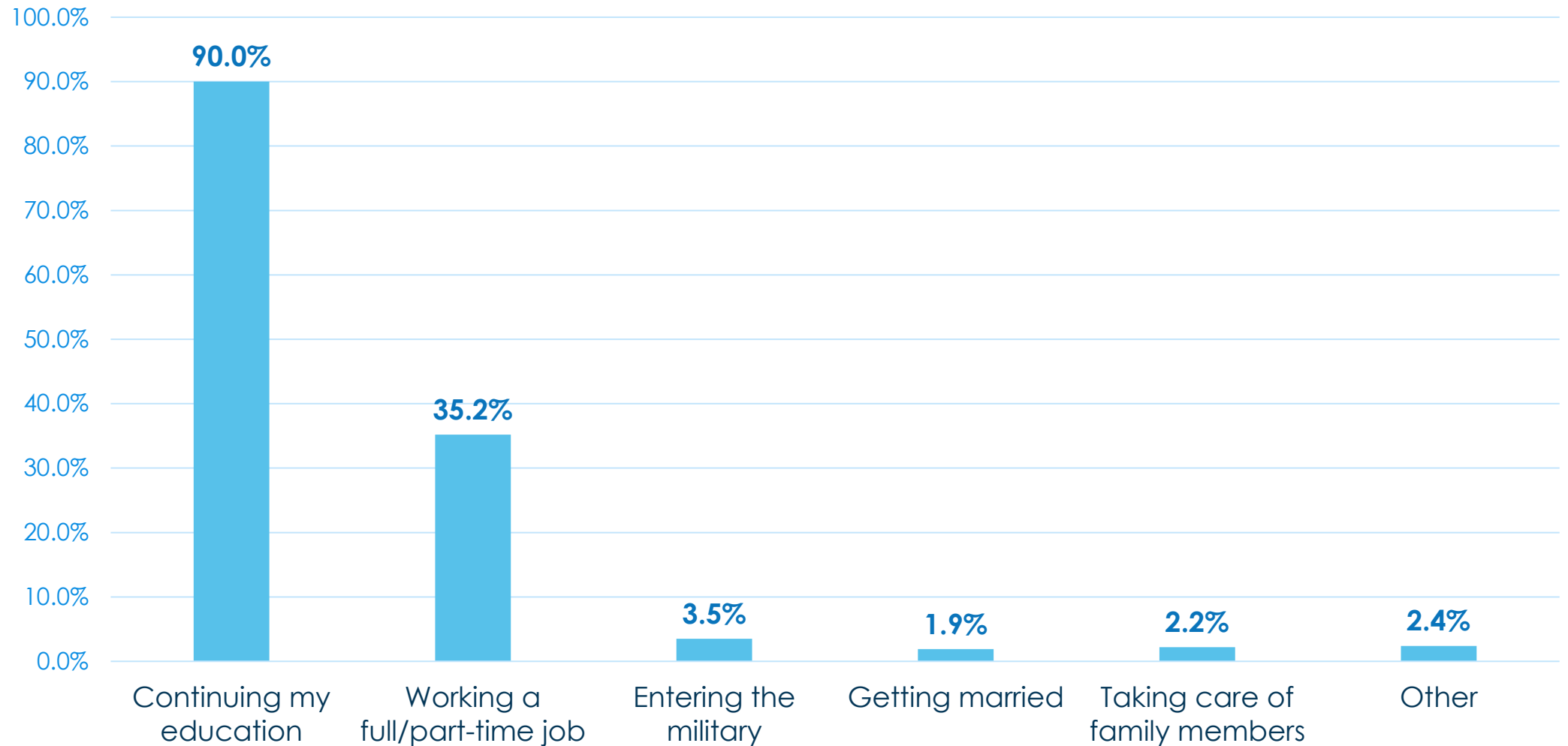


- Male
- Female
- Transgender
- Other
- Prefer not to say





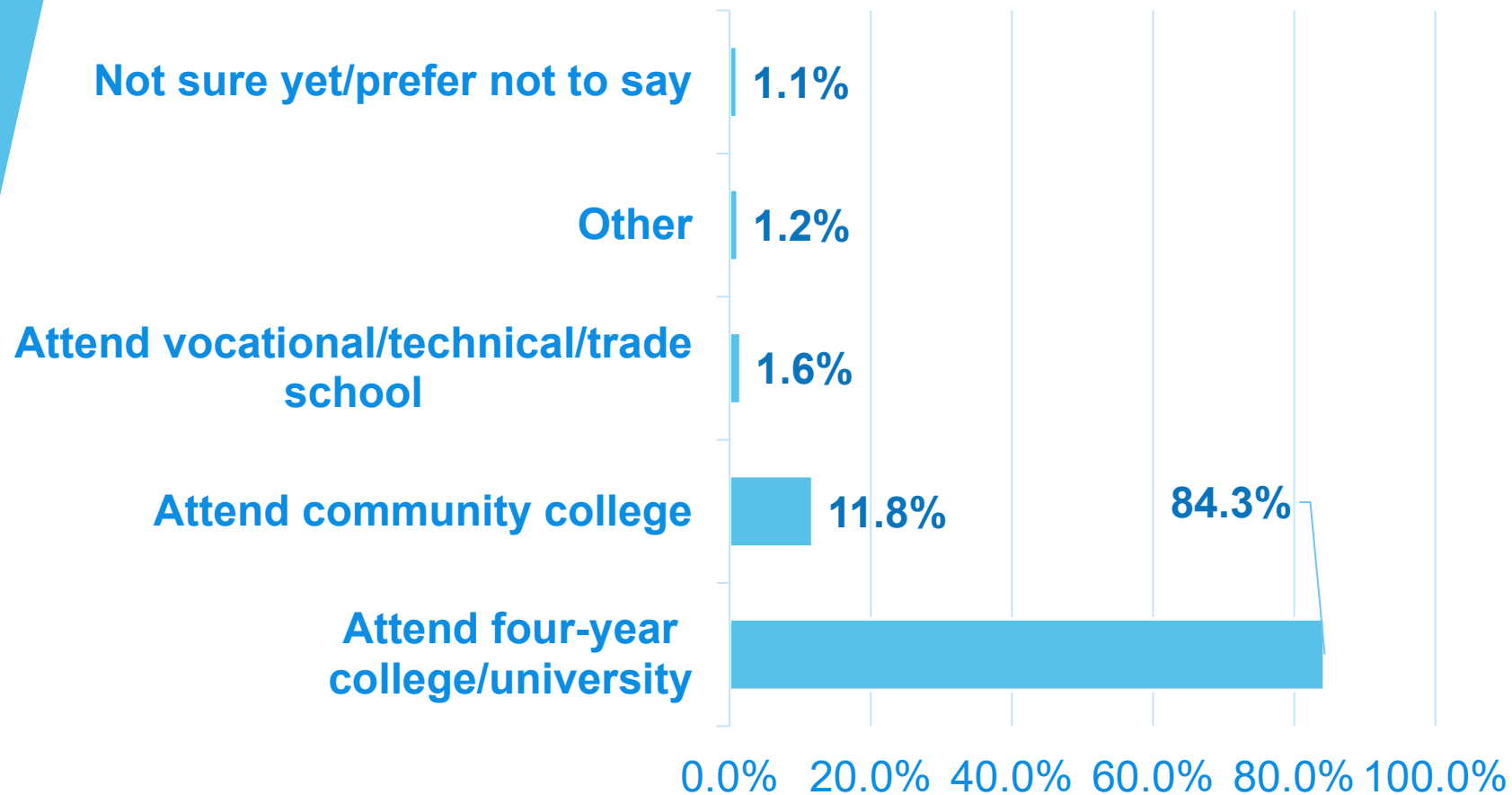
Plans for the 12 months After High School





College Bound Students: Plans to Continue Education

Please indicate how you will continue your education



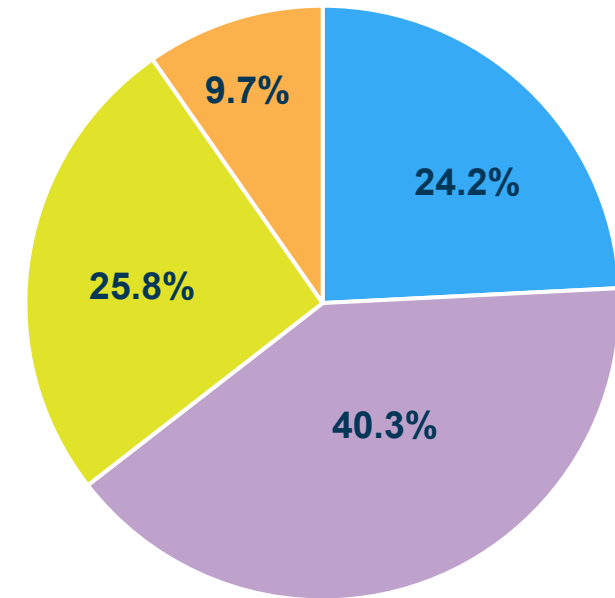
- 71.2% plan to take classes at a college, university or school located in Virginia / 27.7% plan to go out of state
- 95.6% plan to continue their education with the next 6 months



Non-College Bound Students

What are your plans for the 12 months after High School?	ALL	Male	Female
Working a full or part-time job	61.3%	56.8%	58.8%
Entering the military	16.1%	24.3%	0.0%
Getting married	6.5%	0.0%	23.5%
Taking care of family members	4.8%	2.7%	5.9%
Other	12.9%	16.2%	5.9%
Unsure	9.7%	5.4%	23.5%
Prefer not to say	4.8%	8.1%	0.0%

Non-college bound students' Future plans re: education



- Definitely plan to go to college
- May/may not go to college
- Don't plan on going to college
- Prefer not to say

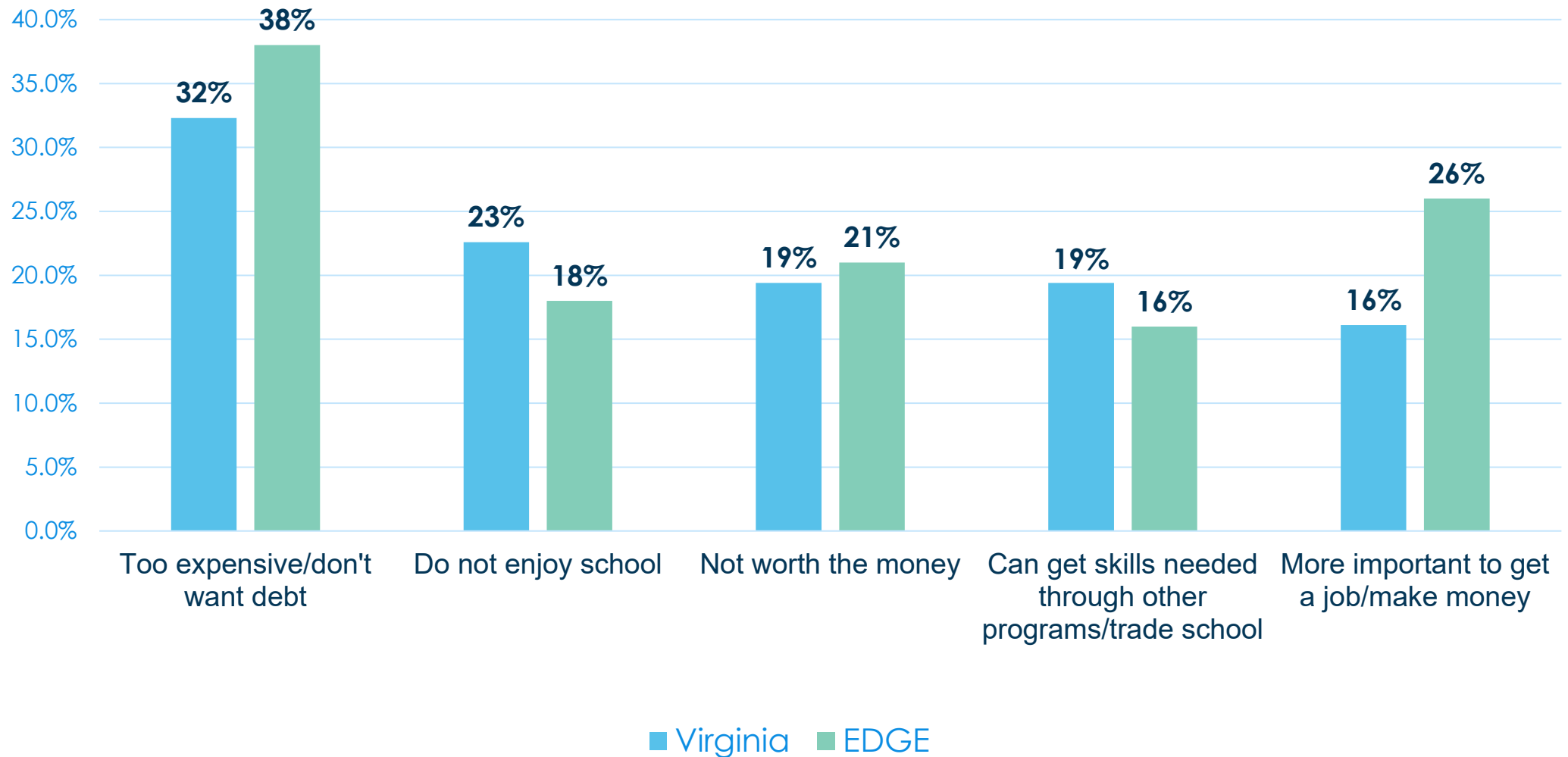


Non-College Bound Students: Reasons for Not Attending

Which of the following are reasons you may not go to college (select all that apply)	ALL	Male	Female
Too expensive – do not want to take on debt	32.3%	32.4%	29.4%
Do not enjoy school	22.6%	21.6%	23.5%
Not worth the money it costs to attend	19.4%	21.6%	11.8%
Can get the skills and credentials needed through other educational programs, like trade school or certificate courses	19.4%	18.9%	11.8%
Not prepared academically/worried classes will be too hard	16.1%	16.2%	23.5%
More important to get a job and make money	16.1%	21.6%	5.9%
College seems an uncomfortable place for me to attend	4.8%	5.4%	5.9%
Not accepted at the school I want(ed) to attend	3.2%	0.0%	5.9%
Family did not think it was important to attend college	3.2%	2.7%	5.9%
Other (couldn't get in with GPA/mental health)	3.2%	2.7%	5.9%



Reasons for Not Attending College: Virginia vs. Edge Study





Comparisons: Sources of Information About What to Do After High School / College

When you were seeking information about what to do after high school, to whom or where did you go for help?	Not College-Bound	College
Parents	79%	83.1%
Friends	53.2%	59.4%
School counselors	41.9%	58.0%
Teachers	32.3%	58.2%
Other family	30.6%	28.6%
Job websites (LinkedIn/Indeed)	24.2%	10.0%
Social media (Tik Tok / Instagram / FB / Twitter/YouTube)	25.8%	25.1%
College websites	19.4%	61.2%
Other	1.6%	3.3%
Prefer not to say	4.8%	0.9%
Which most helpful? (highest %)		
Parents	34.0%	44.5%

When asked where getting MOST of their information about **COLLEGE**, parents and school counselors were among the top responses for both groups.

Non-college bound students were more likely to select teachers/coaches while college-bound were more likely to select college websites, campus visits and internet searches.



Meeting with School Personnel to Discuss Post-High School Plans

During high school, how many times did you meet with a school counselor/other school personnel to specifically discuss what you might do after high school?	ALL	Non-College Bound	College
Never	6.8%	1.6%	7.4%
Once	15.8%	19.4%	15.5%
2-3 times	39.8%	43.5%	39.4%
4-5 times	20.4%	14.5%	21.1%
6 or more times	16.0%	17.7%	15.8%
Prefer not to say	1.1%	3.2%	0.9%

*No major differences noted by gender



Open-Ended Questions

- *Please tell us anything else that influenced your decision about what you plan to do after high school. You can also use this space to share any other thoughts you have about issues discussed in this survey. (Q10)*
 - Approximately 300 responses

- *Not everyone plans to attend college after high school. Thinking about your closest friend who does not plan to go to college, why did they decide to not go to college at this time? (Q10b)*
 - Approximately 319 responses

- {share open-end infographics}



Preliminary Key Takeaways

- Results for Virginia resemble those from national/other studies.
- Most frequent reasons for not going to college include costs, {lack of} perceived value/return on investment, {lack of} perceived necessity/utility of a college degree, and not enjoying school.
- Sources of information and messaging may be different for college-bound vs. non-college bound students.

Other considerations:

- About 2/3 of non-college bound students indicate that they *may* eventually go to college.
- Almost one in four of ALL students are only meeting with school counselors/other school personnel once (or not at all) to discuss plans after high school.
- Very few “unexpected” differences noted between males and females.



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Further Discussion/Next Steps