Bay Path University
Wednesday, September 25, 2019

Thank you to our sponsors:
The Survey Says ...
Informal Conversations in the Past 6 Months?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Bay Path Respondents</th>
<th>All Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>1 - 2 times</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>3 - 5 times</td>
<td>7%</td>
<td>23%</td>
</tr>
<tr>
<td>6 - 10 times</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>More than 10</td>
<td>59%</td>
<td>44%</td>
</tr>
</tbody>
</table>

Bay Path Respondents

All Respondents
With Whom Did You Talk?

- **Friend**: 85% Bay Path Respondents, 87% All Respondents
- **Neighbor**: 58% Bay Path Respondents, 58% All Respondents
- **Family member**: 92% Bay Path Respondents, 90% All Respondents
- **Acquaintance**: 77% Bay Path Respondents, 78% All Respondents
- **Stranger**: 31% Bay Path Respondents, 54% All Respondents
- **Fellow member of an organization**: 58% Bay Path Respondents, 58% All Respondents
- **Parent of a potential college student**: 62% Bay Path Respondents, 62% All Respondents
- **Owner/employee of a local business**: 29% Bay Path Respondents, 31% All Respondents
- **Other**: 12% Bay Path Respondents, 5% All Respondents
What Did You Talk About?

- The cost of college: 88%
- College sports (or other extracurriculars): 81%
- Student debt: 72%
- The value of a liberal arts education in today's economy: 69%
- The quality of grads' prep for jobs/careers: 69%
- The college admissions process: 62%
- Financial viability/closures of small private colleges: 81%
- Diversity of (private) college students: 81%
- Diversity of (private) college employees: 46%
- Political bias on college campuses: 46%
- Town/gown relations: 58%
- Elitism/lack of opportunity: 56%
- How long it takes to complete a bachelor's degree: 53%
- Diversity of (private) college employees: 51%
- The quality of grads' prep for jobs/careers: 51%
- The value of a liberal arts education in today's economy: 58%
- Political bias on college campuses: 50%
- Financial viability/closures of small private colleges: 50%
- Diversity of (private) college students: 46%
- Diversity of (private) college employees: 46%
- Political bias on college campuses: 46%

Other (please specify):
- Bay Path Respondents: 9%
- All Respondents: 8%
Additional Data about College Closures:

Four-Year College Closures by Sector: Change over Time

Source: Digest of Education Statistics 2017, Table 317.50
What Was the Tone of Your Conversations?

- More positive than negative about higher education: 23% (Bay Path Respondents), 10% (All Respondents)
- More negative than positive about higher education: 15% (Bay Path Respondents), 15% (All Respondents)
- A balance of positive and negative: 58% (Bay Path Respondents), 40% (All Respondents)
- Neutral: neither positive nor negative: 4% (Bay Path Respondents), 6% (All Respondents)
You Also Shared Some Difficult Questions ...

Why should a student take a risk on your small college/program when there are larger, affordable, successful competitors?

I am often asked, how can colleges possibly get away with the high cost to attend ... and don’t we feel the moral dilemma of crippling students with debt?

Many people ask about placement rates: Am I guaranteed a job post-graduation?

Why is this college so expensive? When I went to school, I had a work study job that covered my tuition...
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