

Data Bites: Stats and Snacks

December 11, 2025



STETSON
UNIVERSITY

Agenda

1. Key Metrics Update
2. Week 3 Survey Highlights
3. Midterm Grade Insights
4. Student Satisfaction Inventory

Key Metrics



ENROLLMENT

➡ FACT BOOK PAGE 15

- FALL 2025

UNDERGRADUATE	2,422	↑
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GRADUATE	1,415	↑
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NEW STUDENT	806	↓
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FTIC	663	↓
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TRANSFER	143	↓
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OUTCOMES

➡ FACT BOOK PAGE 20

- RETENTION RATE

2024 COHORT 73.2% ↓

- GRADUATION RATE

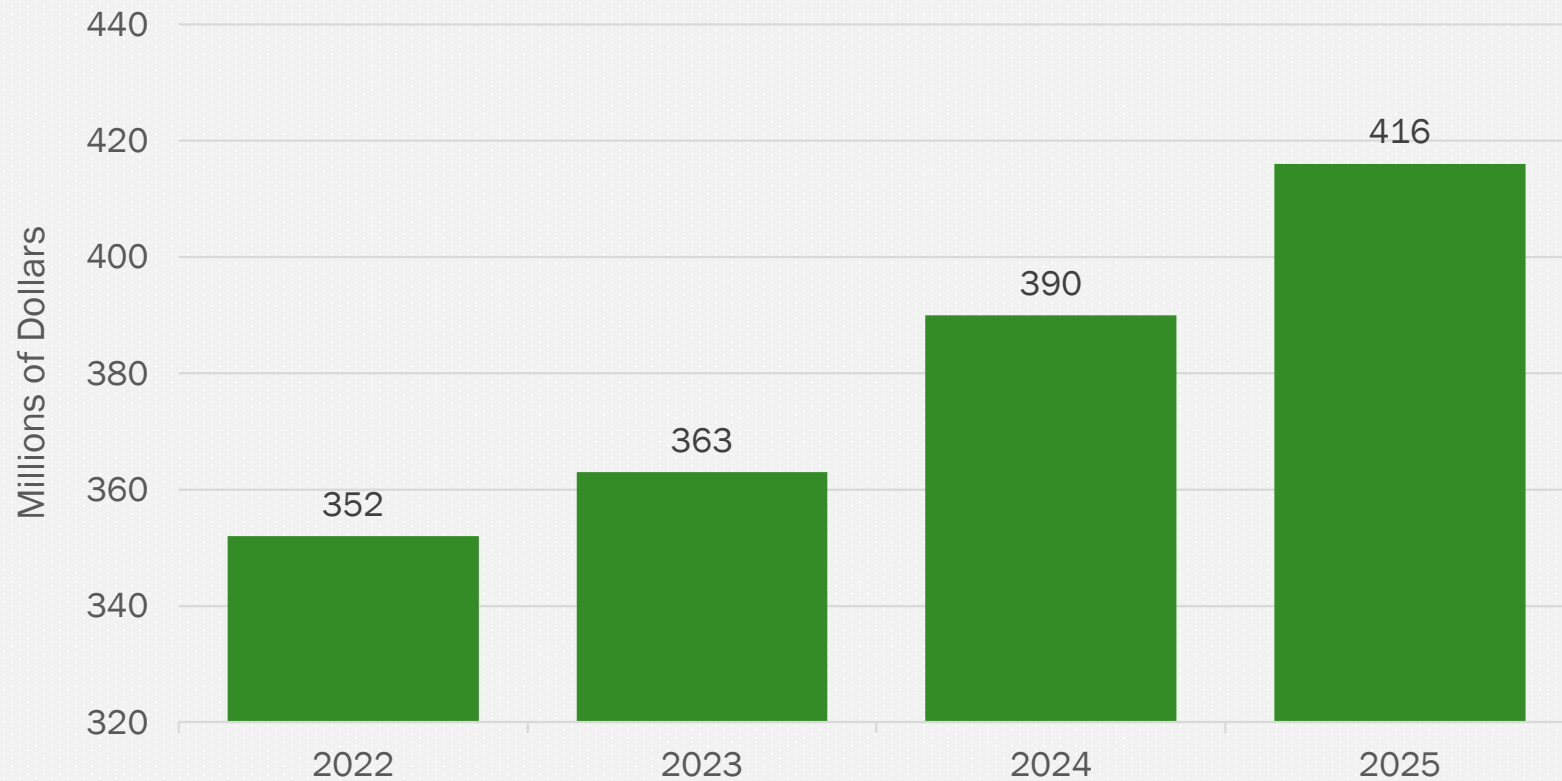
2019 COHORT 60.5% ↓

- POSTGRADUATE SUCCESS RATE

CLASS OF 2024 93% ↑



ENDOWMENT - \$416,118,000



Week 3 Survey



Week 3 Survey

- Sent to all Undergraduate students at week 3 in the fall semester
- Uses conditional questioning to ask students about FSEM and Focus
- Sections on:
 - FOCUS
 - FSEM
 - Fit and Belonging
 - Internship
 - Wellness
 - Housing
- Free text response and info requests

Week 3 Survey

- Information requests trigger outreach from applicable areas
- Wellness questions and free text responses trigger outreach and identify students who may be struggling
- Lower response rate overall, 727 for Fall 25 compared to 863 the prior year

Overwhelmed				
Fall 19	Fall 22	Fall 23	Fall 24	Fall 25
37.62%	36.13%	44.03%	42.60%	38.98%

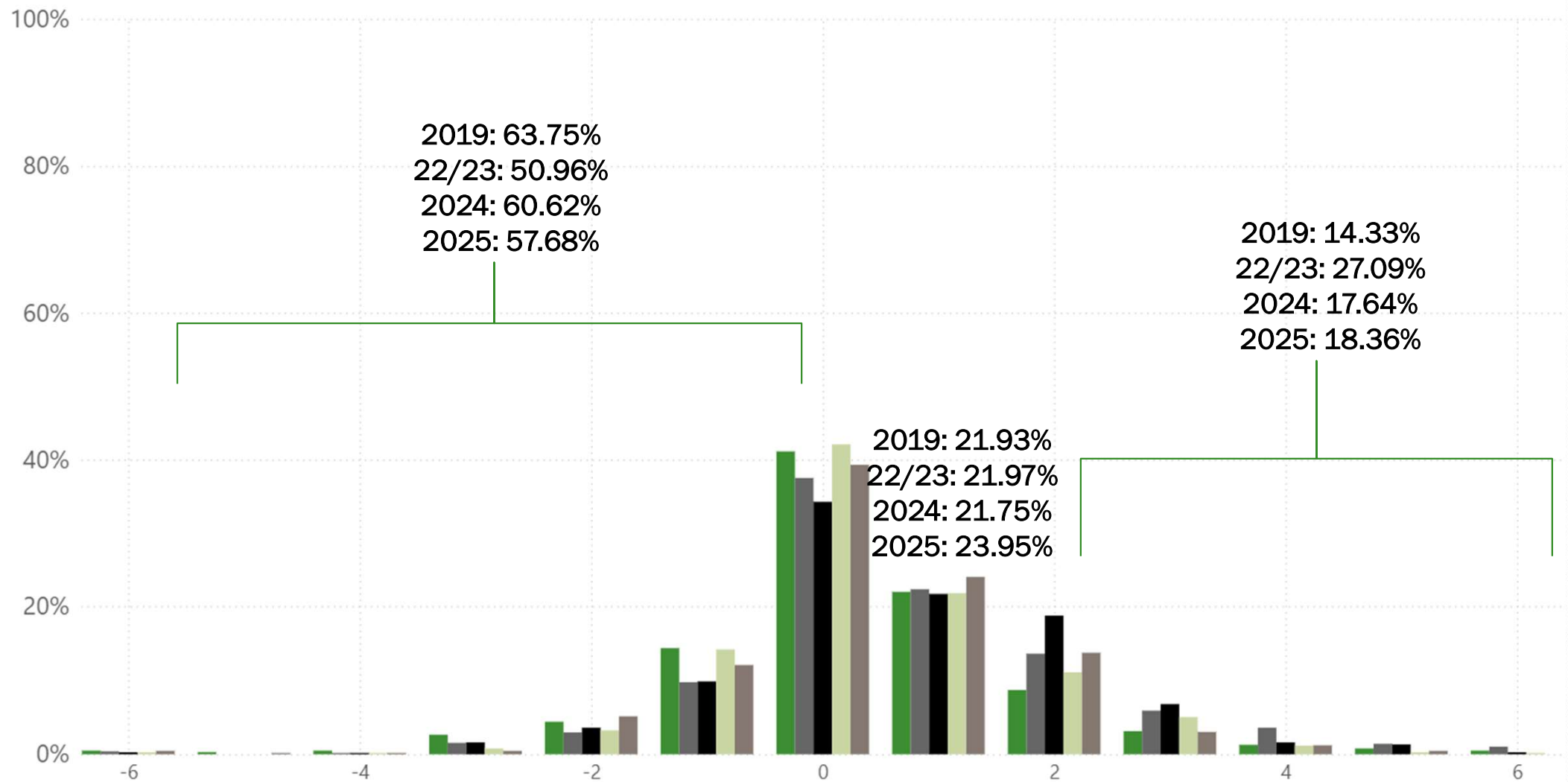
Free Text Outreach				
Fall 19	Fall 22	Fall 23	Fall 24	Fall 25
12.70%	11.34%	9.73%	8.97%	6.33%

Unduplicated (Total Outreach)				
Fall 19	Fall 22	Fall 23	Fall 24	Fall 25
18.38%	21.64%	16.45%	33.42%	42.28%



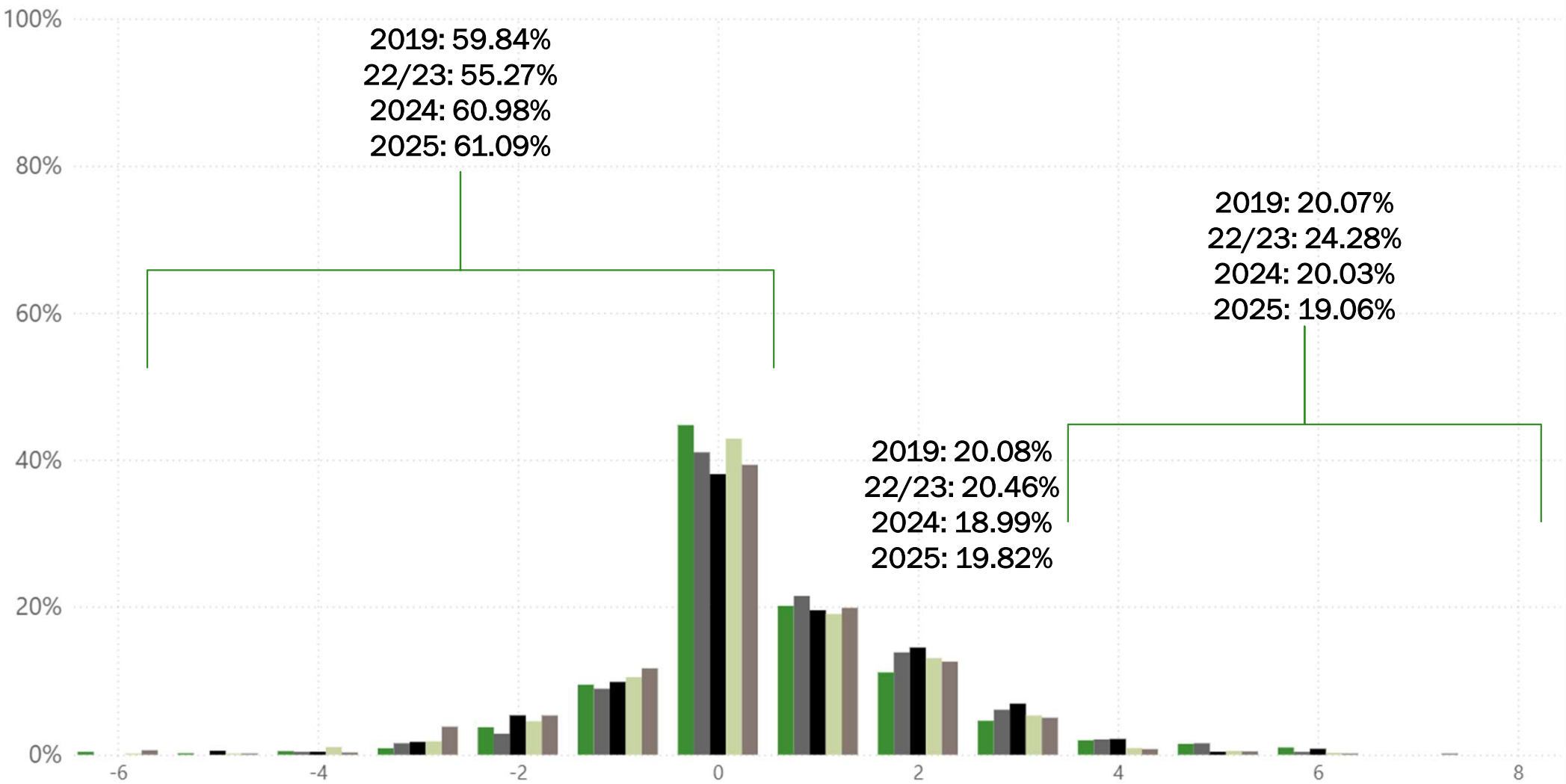
Vibrancy Gap

Year ● 2019 ● 2022 ● 2023 ● 2024 ● 2025



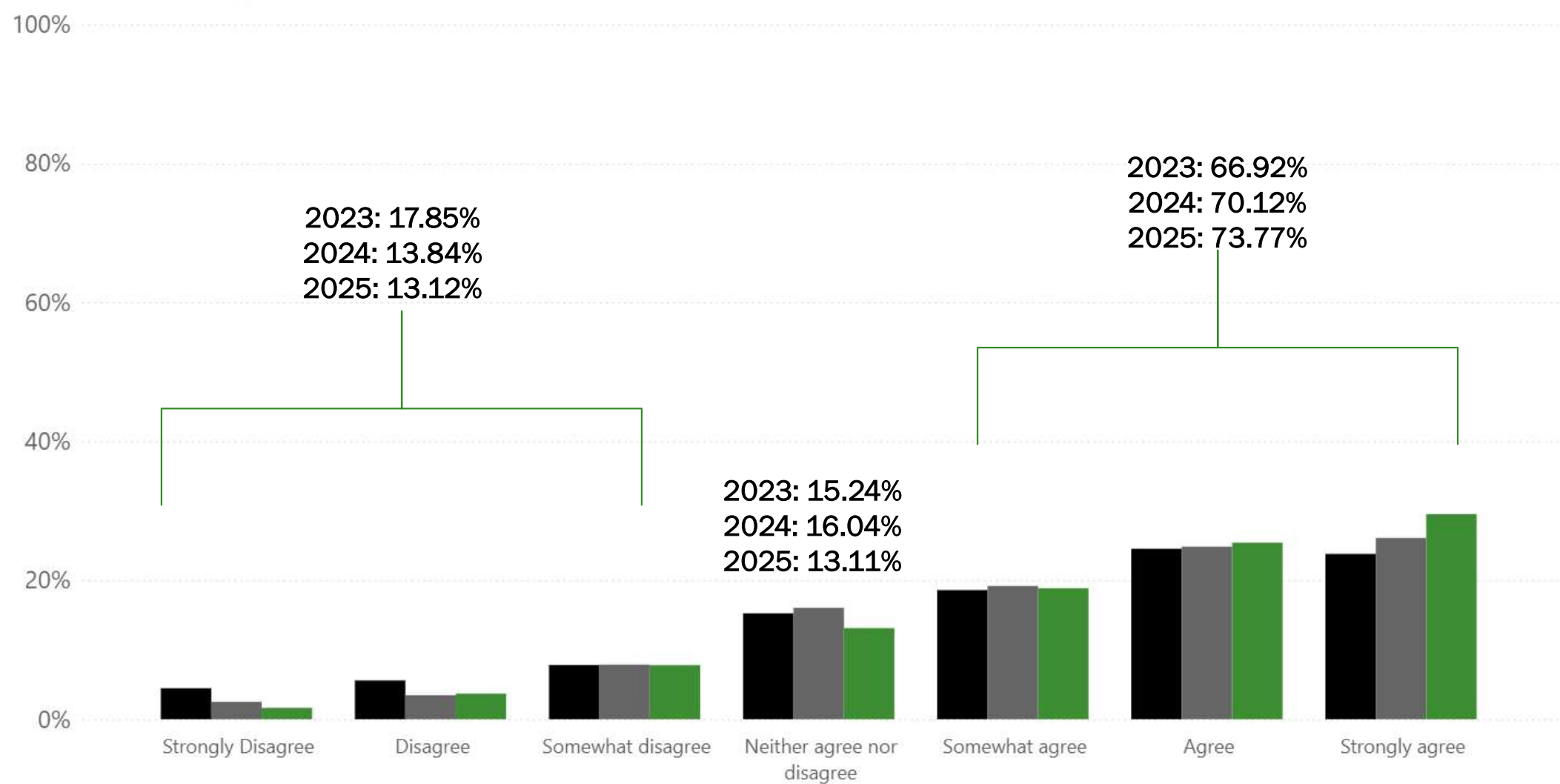
Engagement Gap

Year ● 2019 ● 2022 ● 2023 ● 2024 ● 2025



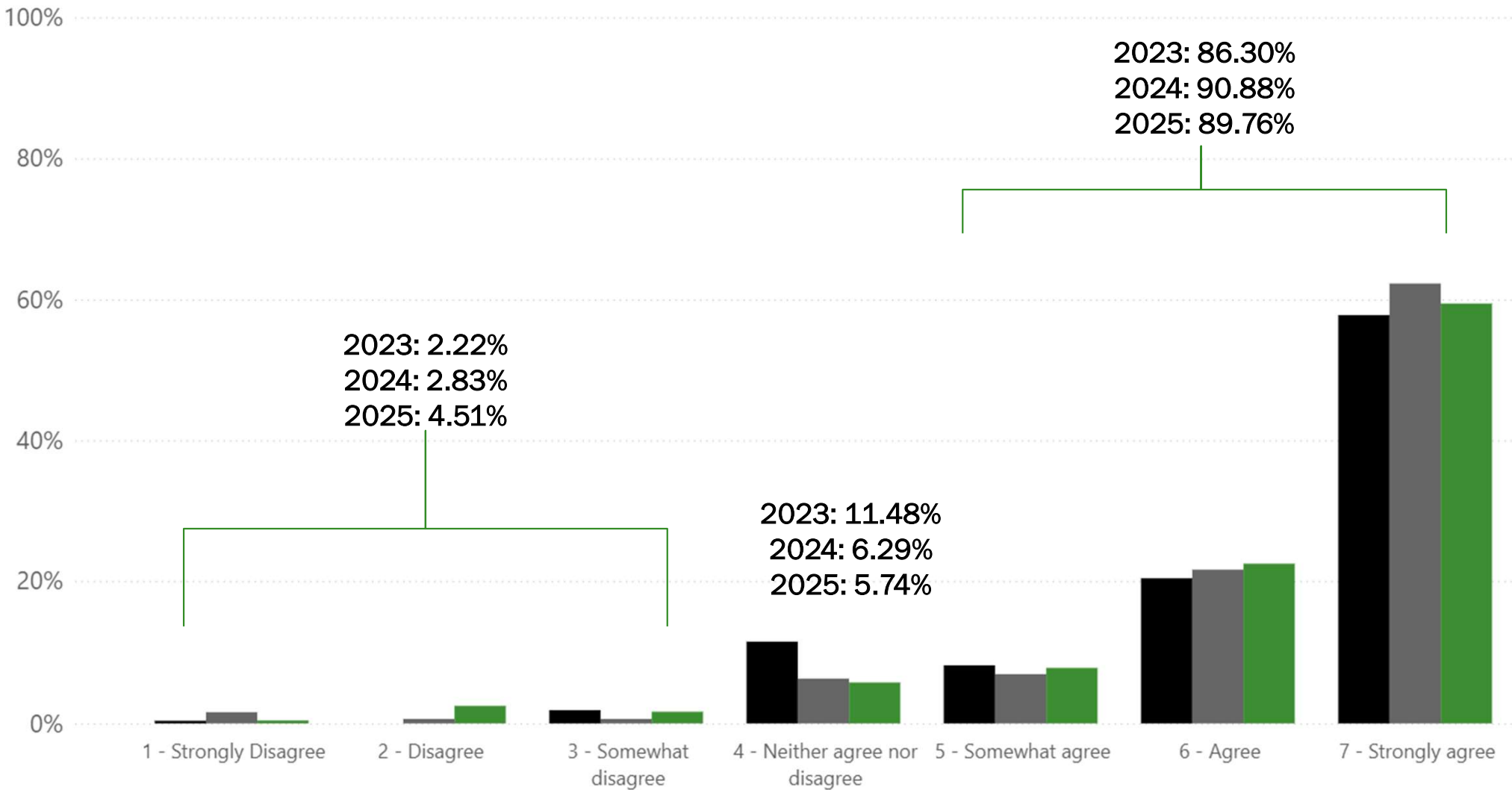
The tuition I am paying is a worthwhile investment in my future

Year ● 2023 ● 2024 ● 2025



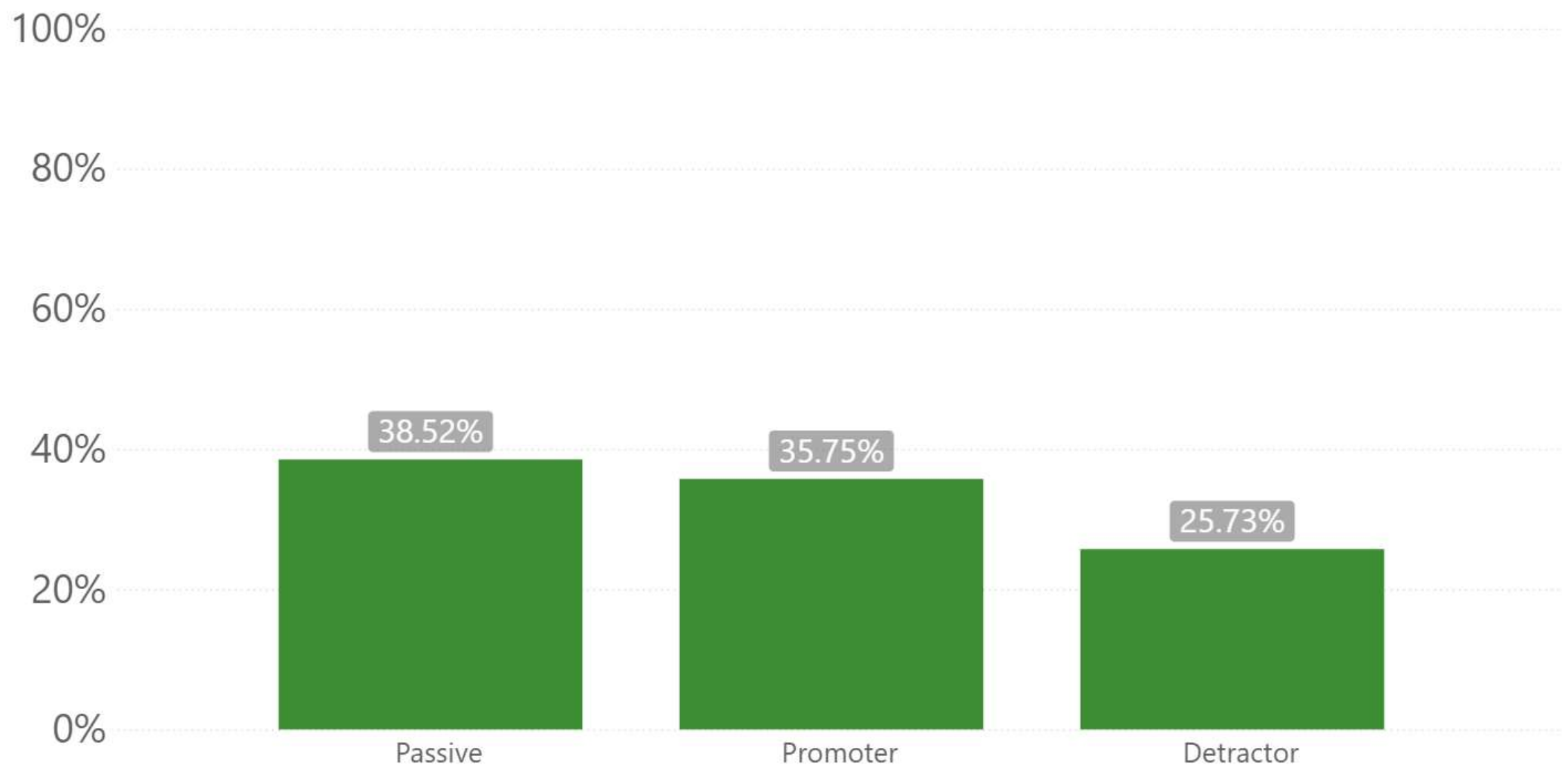
It is important for me to graduate from Stetson

Year ● 2023 ● 2024 ● 2025



How Likely Are You to Recommend Stetson to your family or friends?

Year ● 2025



Net Promoter Score

- How likely is it that you would recommend...
 - Promoter 9 - 10
 - Passive 7 - 8
 - Detractor 0 - 6
- $NPS = \text{Promoter \%} - \text{Detractor \%}$
- Contextualizing the Ratings
 - Above 0 Good
 - Above 20 Favorable
 - Above 50 Excellent
 - Above 80 World Class

- Avg NPS by Age (US Consumers)*
 - 18-24: -13
 - 25-34: 12
 - 35-44: 19
 - 45-54: 19
 - 55-64: 30

Stetson UG Week 3
Net Promoter Score

10

Midterm Grades



Midterm Grade Process

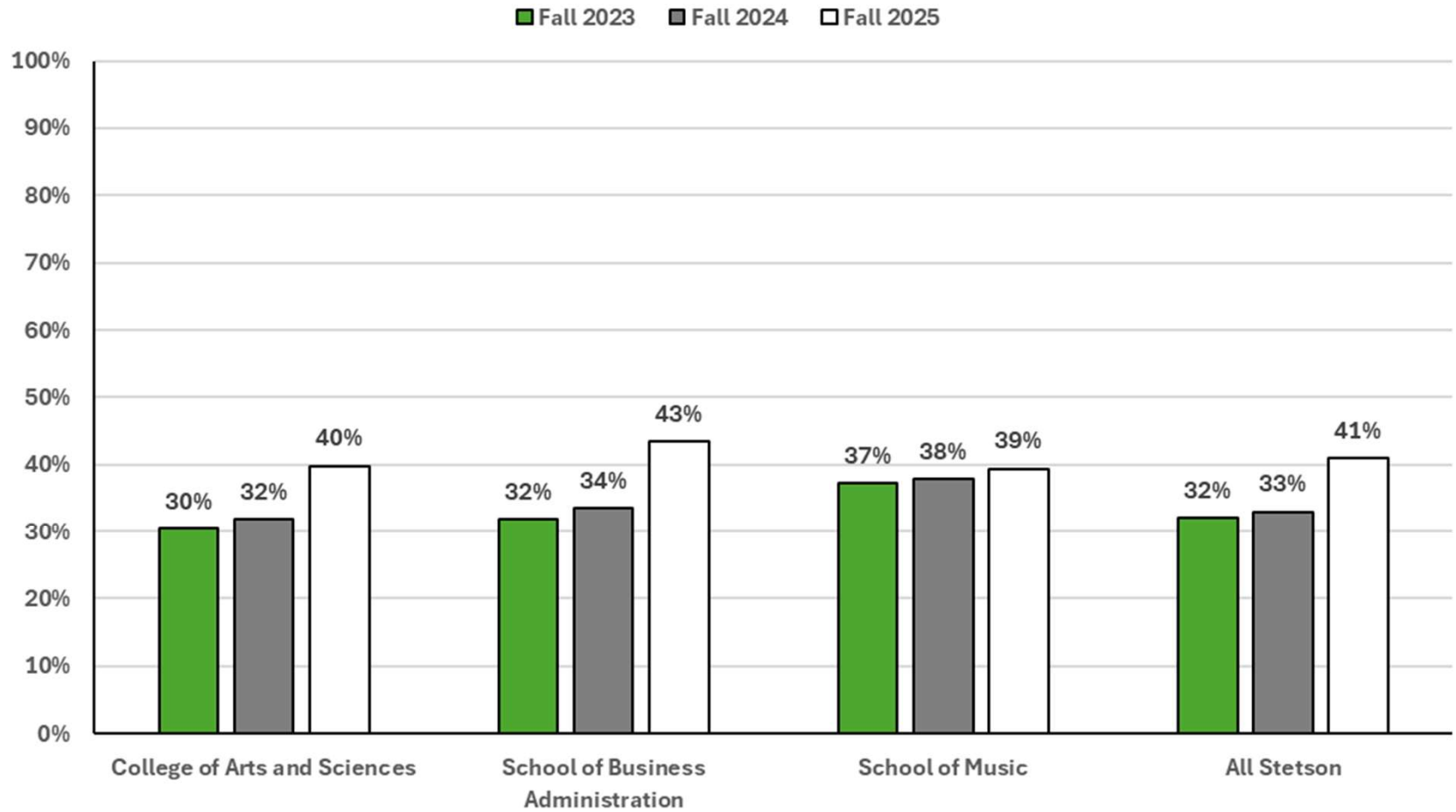
- Faculty enters grades in Banner for undergraduate students
- Two communications are sent by the Provost's Office:
 - Students
 - Staff/Faculty
- Individual notification from Dean's Office is sent to students with deficiencies
- Appropriate support is provided through academic advising and midterm success workshops.



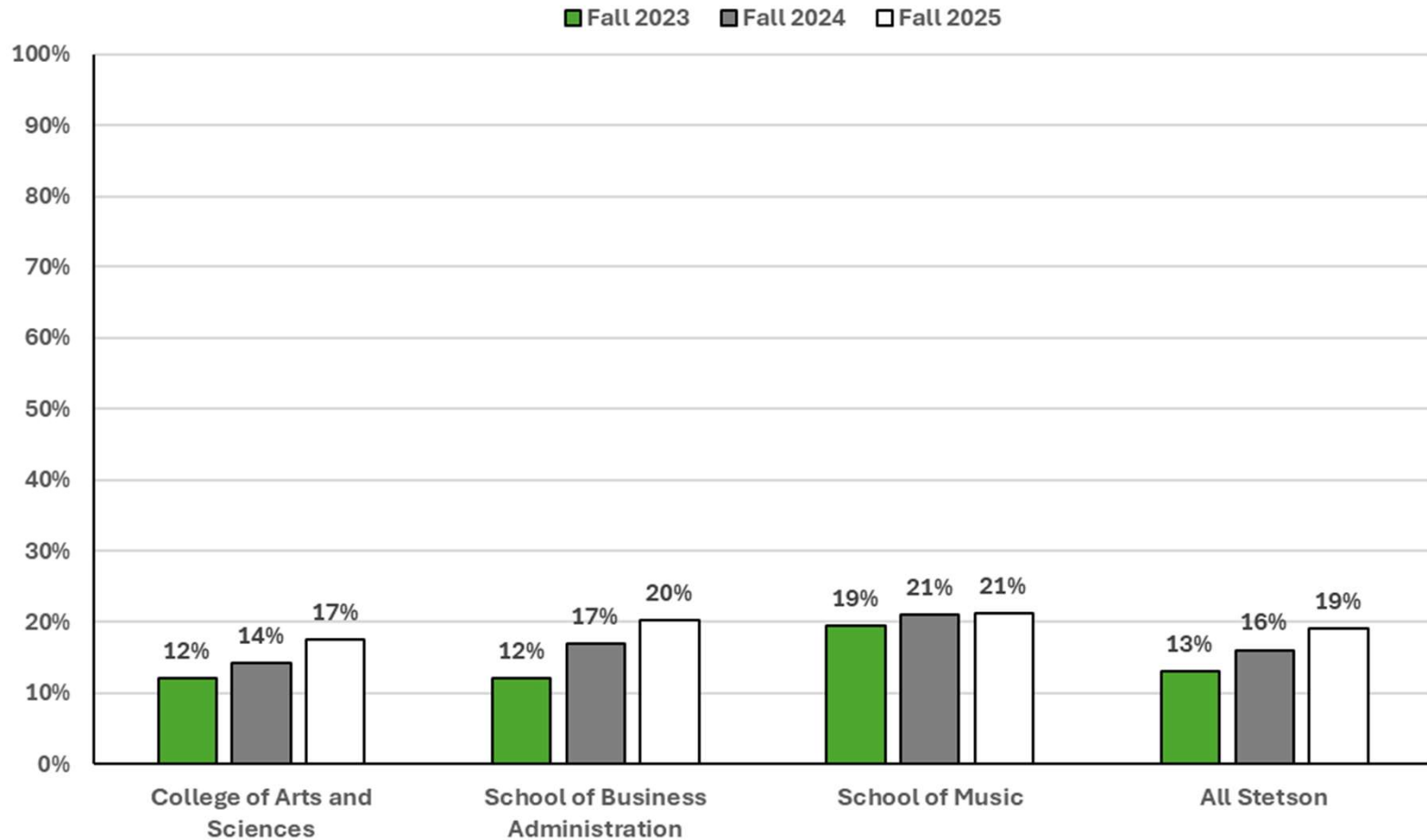
Insights

- Midterm Deficiency Trends by Academic Unit
- Trend of F Grades Over the Years
- FTIC Midterm Deficiency Trends by Academic Unit
- FTIC Students Earning One or More F Grades Over Time
- Not in Good Standing at End of Semester

Midterm Deficiencies

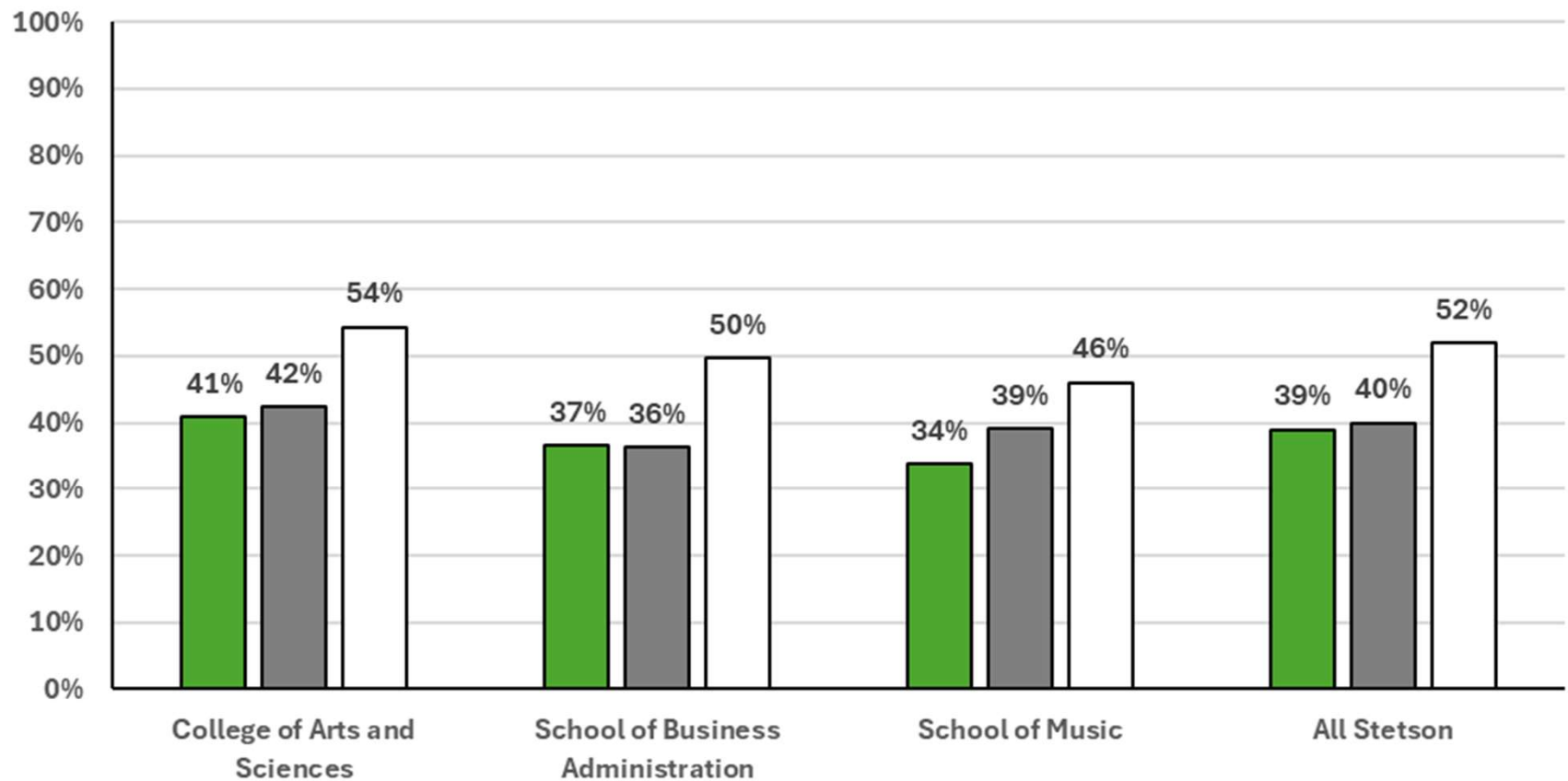


Students with 1 or more F



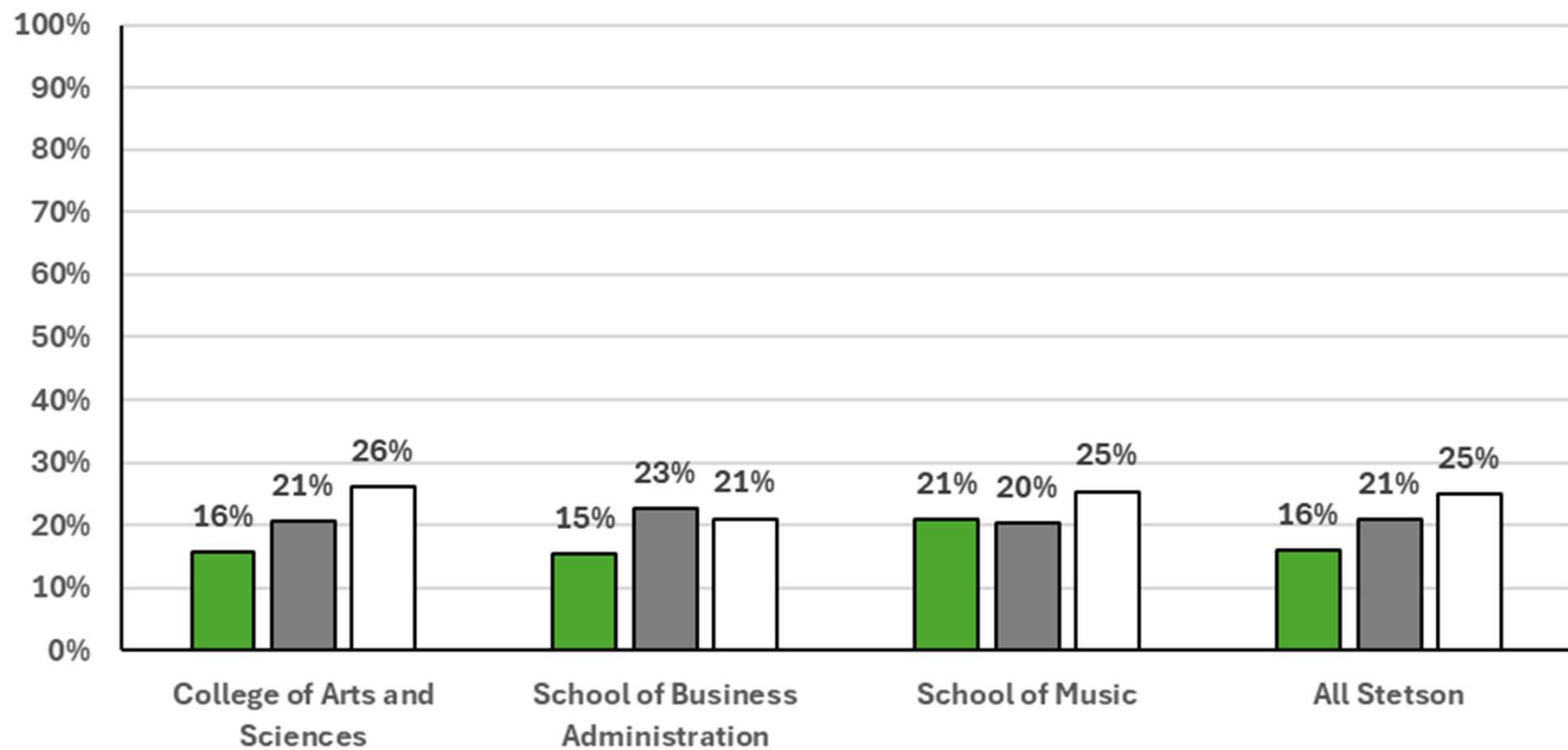
FTIC Midterm Deficiencies

■ Fall 2023 ■ Fall 2024 □ Fall 2025

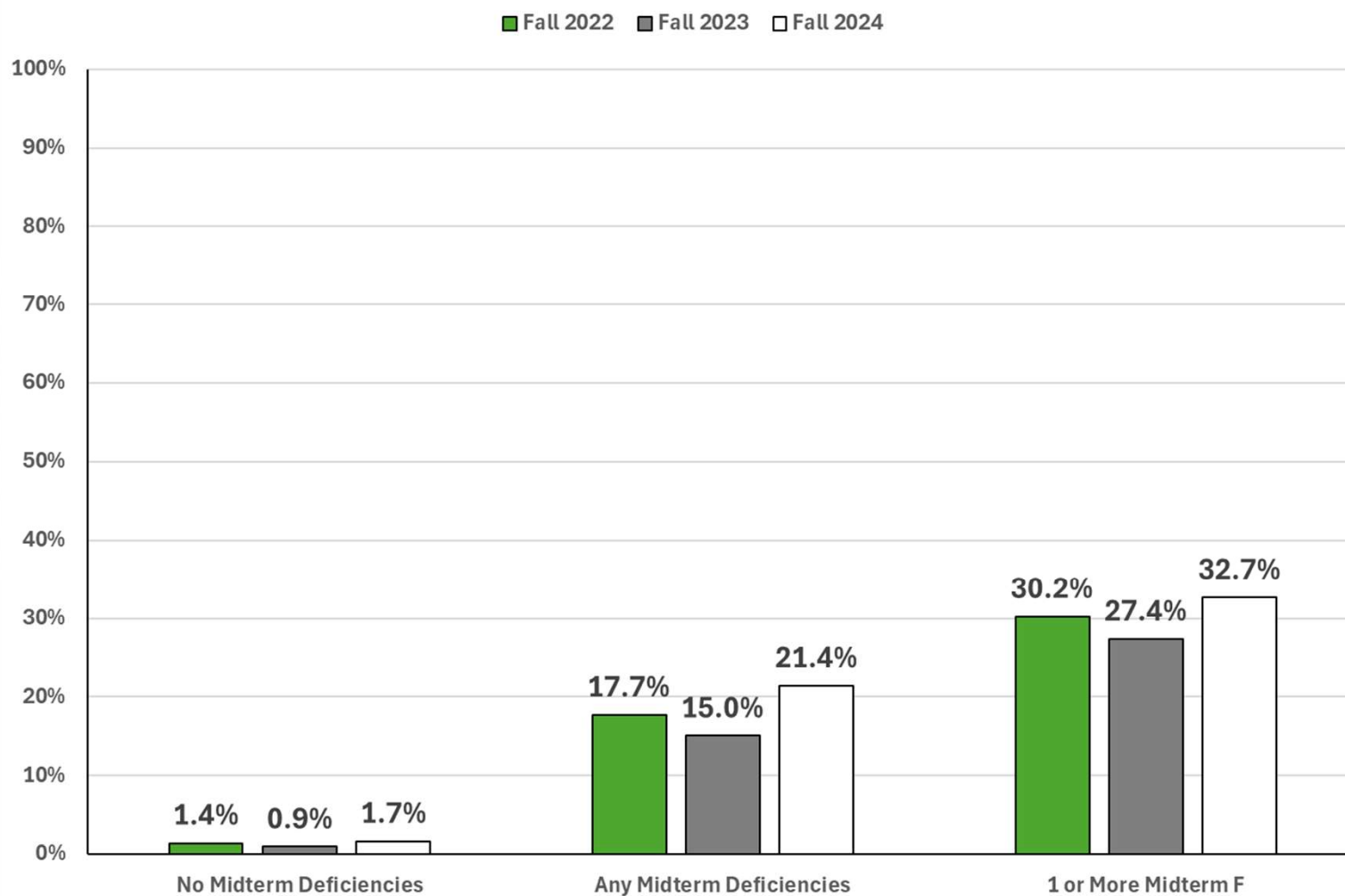


FTIC Students with 1 or more F

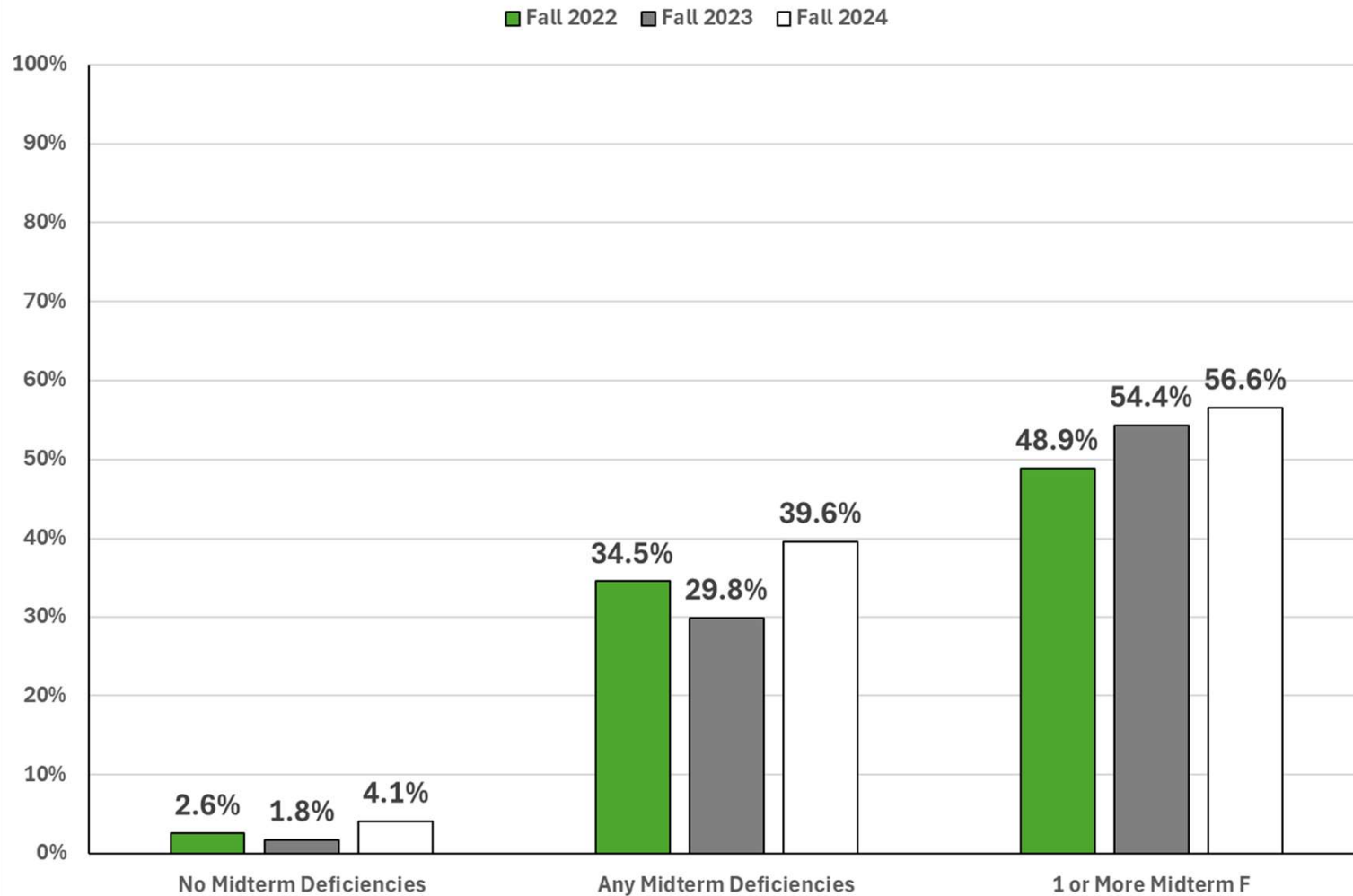
■ Fall 2023 ■ Fall 2024 □ Fall 2025



Not in Good Standing at End of Semester - All Students



Not in Good Standing at End of Semester - FTIC



Student Satisfaction Inventory



Student Satisfaction Inventory 2025

- All degree-seeking undergraduate students
- Paired importance & satisfaction rating
 - 7 pt. Not At All Important/Not At All Satisfied to Very Important/Very Satisfied scale
- Previous administrations: 2017, 2014, 2011
- National and southeastern four-year private institutions comparisons



Statistically Significant Items Summary

- Compared to other national private institutions

Higher: 32 items (36%)

Lower: 15 items (17%)

Statistically Significant Items Summary

- Compared to previous Stetson surveys

2011

40 (45%)

1 (1%)

2014

35 (39%)

4 (4%)

2017

69 (78%)

2 (2%)



Statistically Significant Overall Items

- Exceeding Expectations
 - Stetson: 58%
 - National: 50%
- Fully Satisfied
 - Stetson: 60%
 - National: 54%
- No Significant Difference
 - Re-Enroll All Over Again
 - Stetson: 74%
 - National: 72%



Statistically Significant Scales Summary

- Compared to other national private institutions
- Higher Satisfaction
 - Academic Advising
 - Student Centeredness
 - Campus Support Services
 - Service Excellence
- Lower Satisfaction
 - Recruitment & Financial Aid
 - Safety and Security



Student Priorities

Enrollment Decision Factors

- Consistent Top 3
 - Financial Aid
 - Cost
 - Academic Reputation
- Rising
 - Campus Appearance
- Declining
 - Academic Reputation

Institutional Focus

- In-class learning is most important
- Quality matters more than cost, but don't ignore cost
- Academics over arts/culture, fun/social, and athletics
- Residential space upgrades over academic spaces

Hatter Ready Baseline

- Number of close, experiential, impactful learning experiences beyond the typical classroom with your faculty.

Class	4+	3+	2+	1+	0
First-Year	16.3%	28.3%	70.7%	92.4%	7.6%
Sophomore	21.1%	39.1%	68.0%	84.4%	15.6%
Junior	32.3%	46.0%	75.0%	89.5%	10.5%
Senior	44.4%	58.8%	85.6%	97.4%	2.6%
Total	30.2%	44.9%	75.7%	91.2%	8.8%



Conclusions

- Generally outperforming national four-year privates
- Exceeding expectations and fully satisfying most students
- Dramatic improvement over 2017 (weaker year)
- Substantial improvement over 2014 and 2011 (stronger years)
- Still missing something to promote do-over commitment
- Address value proposition
- Hatter Ready off to a strong start

Questions



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