



GMU Korea Student Services Satisfaction Survey Highlights Spring 2020

The Mason Korea Student Services Satisfaction Survey was administered to all Mason Korea undergraduate students enrolled in Spring 2020 at both the Korea and Fairfax campuses. Open for six weeks (4/28/20 -6/9/2020), the survey included questions about use and satisfaction with student services at Mason Korea. Altogether, 123 out of 496 students responded to the survey, yielding a 25% response rate.

Survey Respondents

- Female students and sophomores were overrepresented among survey respondents compared to the population (76% vs. 55% and 42% vs. 35%, respectively, Table 1).
- All survey respondents studied at the Mason Korea campus during the spring 2020 semester.

Table 1. Survey Population and Respondents

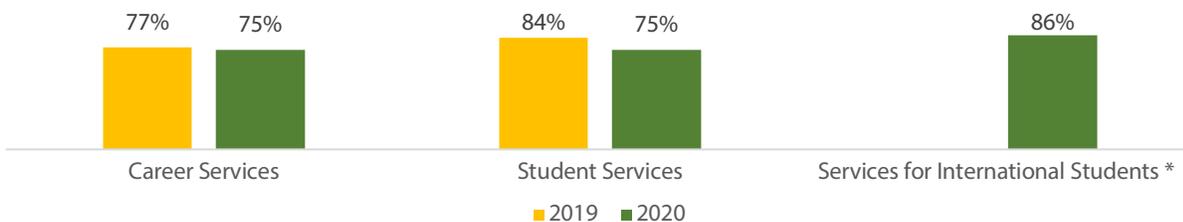
		Population	Respondents
Gender	Female	55%	76%
	Male	45%	24%
Class	Freshmen	43%	36%
	Sophomore	35%	42%
	Junior	16%	18%
	Senior	4%	5%
	Non-Degree	3%	0%
Campus	Korea	100%	100%
	Fairfax	<1%	0%
Total		373	123

* Total may not be equal to 100% due to rounding.

Overall Satisfaction

- While the majority of the respondents (75%) reported being satisfied or very satisfied with the overall quality of both career and student services (e.g., career fairs, mental health counseling services, resident assistant, student council), this represents a decline from 2019 where satisfaction rates were at 77% for career services and 84% for student services. (Figure 1).
- 86% of the international students indicated that they were satisfied or very satisfied with the overall quality of international services (e.g., airport meet & greet, immigration compliance, orientation, settling down in Korea) (Figure 1).

Figure 1. Overall Satisfaction with Career and Student Services and International Student Services



N=75 and 123 for 2019 and 2020, respectively. *This item was included in 2020 only.

Familiarity, Usage, and Satisfaction

Table 2 details findings of reported familiarity, use and satisfaction with career and student services as well as services specifically designed for international students. Notable results include:

- Over 50% of the respondents reported they were somewhat or very familiar with most of the services, particularly peer advisors, IGC housing, and student orientation. However, fewer than half were familiar with the career readiness program, internship placement, and international student support service.
- Over 50% of the respondents have attended or used student orientation, Registered Student Organization fair, resident assistance, and peer advising. Among career services, career fairs were the most popular, followed by career advising and career-related workshops or classes.
- Compared with the 2019 group, lower utilization rates were observed in several service areas (e.g., internship placement, career speaker presentations, career interest assessments, career-related workshops or classes). This implies a need for more outreach efforts to promote services for future students.
- Overall, there was a high level of satisfaction (over 70%) among those who have used the career and student services, particularly in the areas of career advising, internship placement, peer advising, and international student orientation.

Table 2. Familiarity, Usage, and Satisfaction with Career and Student Services and Services for International Students

	Results in 2020			Change Since 2019		
	Familiarity ¹	Usage	Satisfaction ²	Familiarity	Usage	Satisfaction
Career Services						
Career Readiness Program	37%					
Career Advising	69%	32%	100%			
Internship Placement	47%	19%	96%	▼ 17%	△ 9%	
Career-related Club Activities		22%	92%	△ 1%	△ 7%	
Career Speaker Presentations		18%	91%	▼ 19%	△ 3%	
Mentoring with Professionals		27%	87%	▼ 9%	△ 4%	
Career Fairs		37%	76%	△ 4%	▼ 6%	
Career Interest Assessments		17%	75%	▼ 14%	▼ 15%	
Career-related Workshops or Classes		28%	72%	▼ 14%	▼ 17%	
Student Services						
Student Events	76%					
IGC Housing	84%					
Peer Advisor	84%	52%	95%	△ 3%	▼ 5%	△ 6%
Mental health counseling services	59%	10%	91%	▼ 8%	▼ 6%	△ 11%
Registered Student Organization Fair	71%	51%	88%	▼ 9%	▼ 14%	△ 10%
Student Orientation	83%	76%	85%	▼ 6%	△ 6%	△ 1%
Resident assistant	75%	54%	85%	△ 2%	△ 3%	△ 10%
Student Council	77%	48%	81%	△ 4%	0%	△ 5%
Chingu (Buddy) Program	68%	26%	83%	0%	▼ 9%	▼ 8%
Servies for International Students³						
International student support(Visa, ARC, Daily Living)	48%					
International Student Orientation			95%			
Airport Meet & Greet			86%			
Immigration Compliance (D-2, ARC, F-1)			81%			
Chingu (Buddy) Program ⁴			73%			
Settling in Korea (cellphone, bank account, etc)			76%			

N= 75 and 123 in 2019 and 2020, respectively. ¹ Somewhat familiar and very familiar combined, ² Satisfied and very satisfied combined,

³ These items were included in 2020 only. ⁴ Based on respondents who have used services for international students.

△ = higher, ▼ = lower, ▼ = significantly lower at .05 level, Proportion test (two-tailed).

Sources of Information

Table 3 details findings regarding from where students received information for career and student services as well as services specifically designed for international students. Notable results include:

- The majority of the respondents indicated email as the #1 information source across all three categories.
- The GMU website and posters were other major information sources for respondents to learn about career services (43% and 35%, respectively); peers and social media platforms emerged as important channels to spread the word about student services (58% and 47%, respectively).
- International students also learned about services for them from their peers (48%), followed by GMU website, faculty, and staff (43%). These findings suggest that a tailored approach may be more effective in reaching out to different student groups to raise their awareness of and use of various student support services at Mason Korea.

Table 3. Sources of Information for Career and Student Services and Services for International Students

	Career Services	Student Services	Services for International Students
Email	65%	76%	76%
GMU Website	43%	31%	43%
Posters	35%	43%	24%
Peers	32%	58%	48%
Faculty	30%	26%	43%
Staff	27%	18%	43%
Social Media Platform	20%	47%	19%
Parents	1%	0%	0%
Other	1%	4%	0%

Future Plans

- Nearly one half of the respondents (44%) indicated that their primary plan after graduation was seeking employment, with another 22% planning to seek intern or fellow employment. And additional 28% reported that they would pursue further education (Figure 2).
- In terms of preferred locations for work, the majority of the respondents selected South Korea (70%), followed closely by the United States (59%). (Note that multiple selections were allowed for this item so the sum of percentages may go beyond 100.)

Figure 2. Which of the following BEST describes your PRIMARY plan after graduation?

