

# 2022 NACAS Research Student Success Report



## OVERVIEW

Established in 2017, NACAS Research strives to demonstrate the value of the auxiliary services industry within the greater higher education landscape. Our annual student success study attempts to define the term success from the perspectives of students directly and explore the impact of auxiliaries on their experiences. This 2022 report captures data from the past three years during the greatest disruption to face higher education. Colleges and universities everywhere have experienced major shifts in operations as they've responded to the aftermath of a global pandemic, which has caused almost every student to have a nontraditional campus experience.

As seen in our data, students are more likely to define their success by academic achievements when learning remotely without the opportunity to fully experience the services that auxiliaries have to offer. When they are on campus, however, students are more likely to define their success through happiness and fulfillment. To address the current enrollment and retention crisis in higher education, we believe auxiliary service professionals need to stay committed to enriching the campus experience and help students succeed in the ways they define it for themselves.

## SUCCESS DEFINITION

### How do students define success?

In 2021, "Happiness & Fulfillment" became most important to students, reflecting an evolution in priorities. In 2020, students were more likely to feel that grades defined their success.



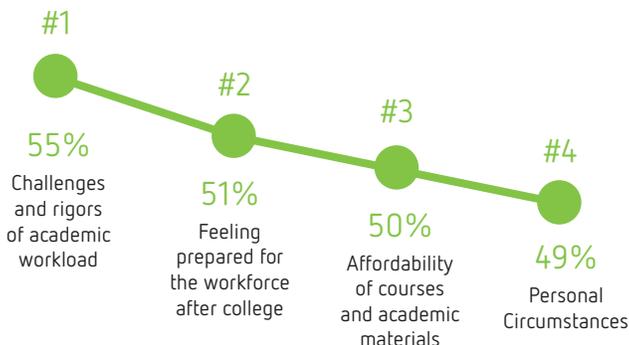
## NON-ACADEMIC IMPORTANCE

### How important is the non-academic portion of your college university experience to achieving success?

In 2021, 55% of students felt that the non-academic portion of their college experience is very important or extremely important to achieving success. This is compared to 58% of students in 2020.



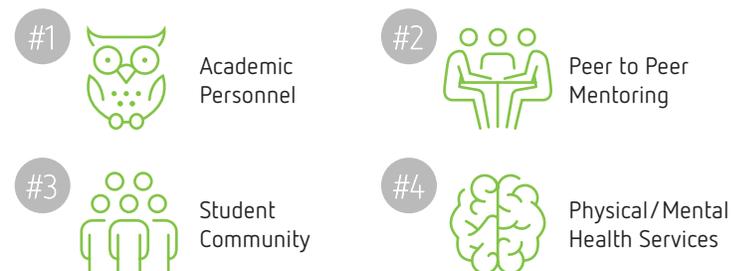
## BIGGEST INTERFERENCES TO SUCCESS



## CRITICAL TO ACHIEVING SUCCESS

Over the years, non-academic personnel was consistently ranked by students as the fourth most critical factor in achieving success. The pandemic disruptions have accelerated wellness services as more critical in 2021.

AUX. SERVICES DROPPED 4 PLACES TO #8



# OPPORTUNITY FOR REFLECTION

The respondents in this three year study represent second through fourth year students on campuses for the 2022-2023 academic year.<sup>1</sup> The global pandemic caused a major disruption for campus operations, further impacted the perceived value of colleges and universities, and accelerated some of the biggest challenges facing higher education

today. As perceptions and service delivery have evolved, so has the impact of auxiliary services on the student audience.

<sup>1</sup> Data collected in December 2019 (n=1,660), 2020 (n=1,233), and 2021 (n=1,937)

It is a critical time for auxiliary professionals to re-position their value proposition to students and adapt to the preferences and insights of this population. Below is a list of questions for auxiliary service teams to utilize in their planning for this year:

1. What programs or relationships can be strengthened with other campus departments to support students' critical factors in achieving success?
2. What is one thing your campus auxiliary leaders could try this year in order to have more direct connection with students?
3. What new collaborations or partnerships could be mutually beneficial in generating more revenue for auxiliaries while also supporting student success?
4. Which of your auxiliary areas could improve marketing strategies, language, and tone to resonate with students and center messaging on success?
5. How can your auxiliary areas improve on leveraging student employment and develop structure or programming to support post-graduation workforce preparedness?
6. Students continue to rank "student community" within the top 3 factors that are most critical to their success. What can your auxiliaries do differently this year to promote or provide opportunities for community building?

