

# Undergraduates' Perception and Utilization of Mandatory Fees

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# Motivation

Freshmen Fall 2009			
Per-Unit Tuition Rate - \$560			
	Resident	Commuter	Off-Campus
Tuition	\$40,300	\$40,300	\$40,300
Orientation Fee	192	192	192
Activity Fee	184	184	184
Port Authority Fee	84	84	84
Media Fee	10	10	10
Technology Fee	150	150	150
Room & Fees <sup>1</sup>	6,060	0	5,560
Dining <sup>2</sup>	4,280	1,670	3,970
Books & Supplies <sup>3,4</sup>	1,000	1,000	1,000
Personal/Misc. <sup>3</sup>	1,400	1,400	1,400
Transportation <sup>4</sup>	0	640	0
Totals	\$53,660	\$45,630	\$52,850



Activity Fee



Port Authority Fee



Media Fee



Technology Fee

# Questionnaire

- Demographics
- Perception
- Attitude
- Utilization



# Questionnaire

- Demographics
- Perception
- Attitude
- Utilization

**\* 1. How many years have you been a Carnegie Mellon student?**

**\* 2. What college are you in?**

- ☐ CFA
- ☐ CIT
- ☐ HSS
- ☐ MCS
- ☐ SCS
- ☐ Tepper

**\* 3. What gender are you?**

- ☐ Male
- ☐ Female

**\* 4. Do you live on or off campus?**

- ☐ On-Campus
- ☐ Off-Campus

**\* 5. Are you a member of any student organization?**

- ☐ Yes
- ☐ No

**\* 6. Are you an international student?**

- ☐ Yes
- ☐ No

# Questionnaire

- Demographics
- Perception
- Attitude
- Utilization

**\* 11. Carnegie Mellon charges a Technology Fee to cover the costs for all licensed software as well as the computers around campus. Are you aware of the Technology Fee?**

☐ Yes

☐ No

**12. If you are, how much does the Technology fee cost per semester?**

# Questionnaire

- Demographics
- Perception
- Attitude
- Utilization

**\* 15. Do you feel that your major require use of the technology fee?**

☐ Yes

☐ No

**\* 17. A Zone 1 (local) fare is \$2, and a zone 2 (28X, malls, etc.) fare is \$2.75, how much would you pay as a flat rate per semester for the port authority fee?**

# Questionnaire

- Demographics
- Perception
- Attitude
- Utilization

**\* 20. How often do you read the local and national newspapers provided by the Media Fee?**

- ☐ Daily
- ☐ Weekdays only
- ☐ Weekends only
- ☐ Weekly
- ☐ Monthly
- ☐ Rarely
- ☐ Never



# Our Sample

- We were looking for a 10% SE
- There are 5,892 Undergraduates so we needed 96.04 responses
- expected a 20% response rate
- Need a sample of approximately 500

# Selecting the Sample

- Used random numbers and C-Book
- Wrote a web app that gave 3 random variables: page, column and row.
- If issue, just got new random numbers
- Selected 500 people

# Sending Out The Survey

- Sent out the email to 496 people
- 4 people had previously opted-out of Survey Monkey Survey
- Sent 3 emails so far
  - Initial - Mar 29
  - 1st reminder - March 31
  - 2nd reminder - April 4

# The Email

- Subject:What do you think about mandatory student fees?  
Body:Dear Student,

We're a team of students doing a survey for our 36-303 survey class. Our survey is about your attitude towards how our tuition and mandatory fees are used for non-academic resources.

We have randomly selected you to complete our survey, which should not take more than 5 minutes. We need your help to make this project a success, so please fill it out!

Here is a link to the survey:

<http://www.surveymonkey.com/s.aspx>

With much appreciation,

Joe Burgess  
Alexandra Lecompte  
John Lee  
Ben McGrath

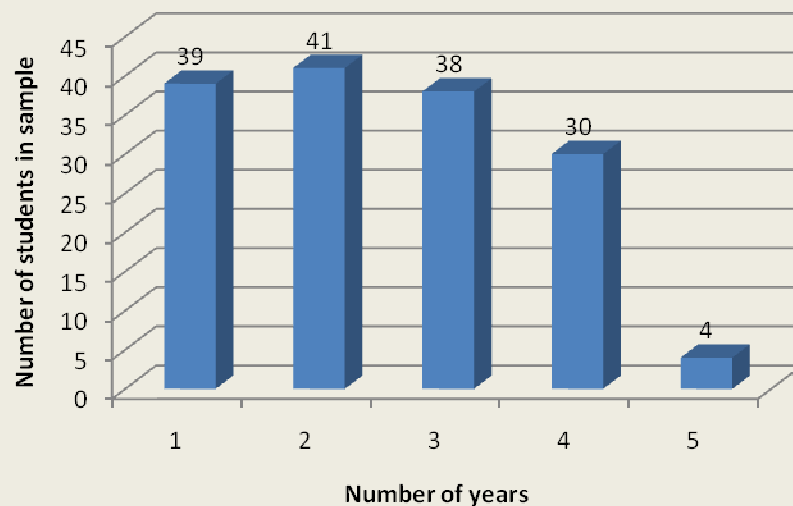
Please note: If you do not wish to receive further emails from us, please click the link below, and you will be automatically removed from our mailing list.

<http://www.surveymonkey.com/optout.aspx>

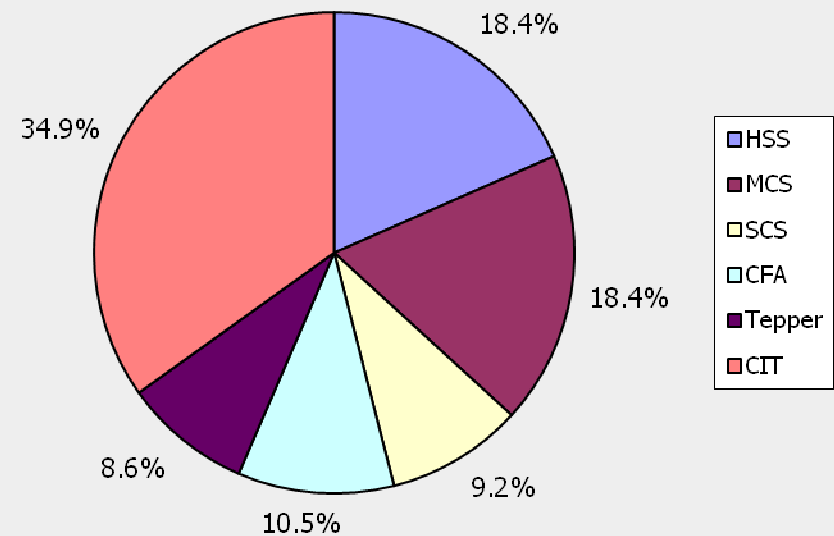
# Our Respondents

## -Demographic Results

How many years have you been a Carnegie Mellon student?



What college are you in?



- Male to Female Ratio: 1.235:1 compared to school-wide ratio of 1.5:1.
- 57.2% live on campus, 42.8% off campus.
- 75% are members of student organizations, 25% are not.

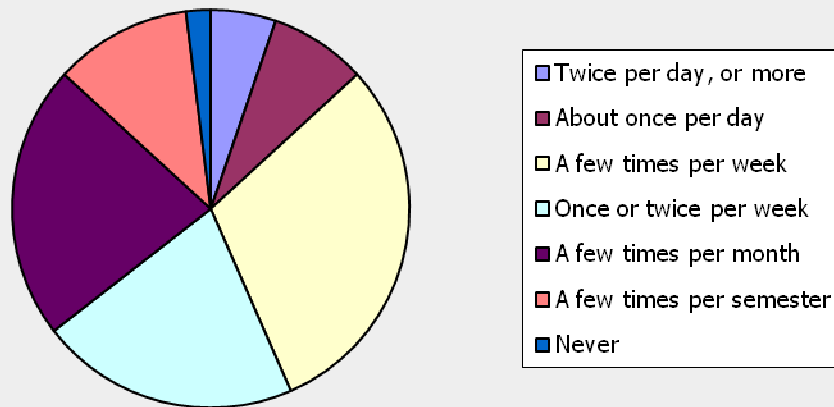
# Our Results So Far

- Are you aware of the mandatory Port Authority/Media/Technology/Student Activities Fee that you are charged each semester?
  - Port Authority Fee: 77% Yes, 23% No
  - Media Fee: 50% Yes, 50% No
  - Technology Fee: 64.5% Yes, 35.5% No
  - Student Activities Fee: 75.7% Yes, 24.3% No
- If you are, how much do you think each fee costs per semester?
  - Port Authority Fee: \$63.82 (excluding two responses) vs. actual fee of \$46
  - Media Fee: \$32.16 (excluding one response) vs. actual fee of \$5
  - Technology Fee: \$91.52 (excluding two responses) vs. actual fee of \$75
  - Student Activities Fee: \$87.35 (excluding two responses) vs. actual fee of \$92

# Our Results So Far

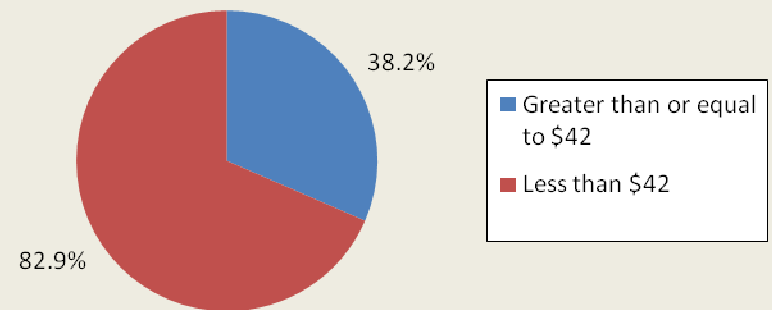
## -Port Authority Fee

**How often do you use your Carnegie Mellon ID Card to ride a Port Authority public bus?**

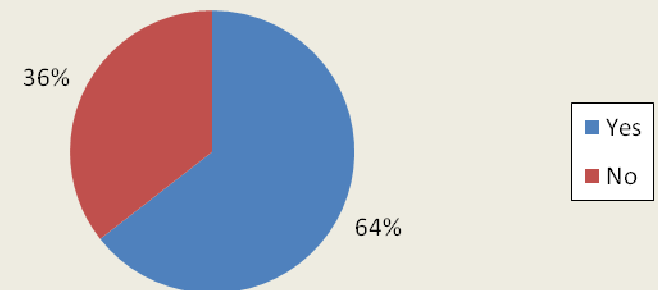


- The average number of times a CMU undergraduate rides a Port Authority bus per semester is 52.86 times, which is worth more than the mandatory \$46 fee.
- The mean amount that CMU undergraduates are willing to pay is \$65.63 (excluding one response). The median is \$40.

**How much would you be willing to pay for the Port Authority fee per semester?**



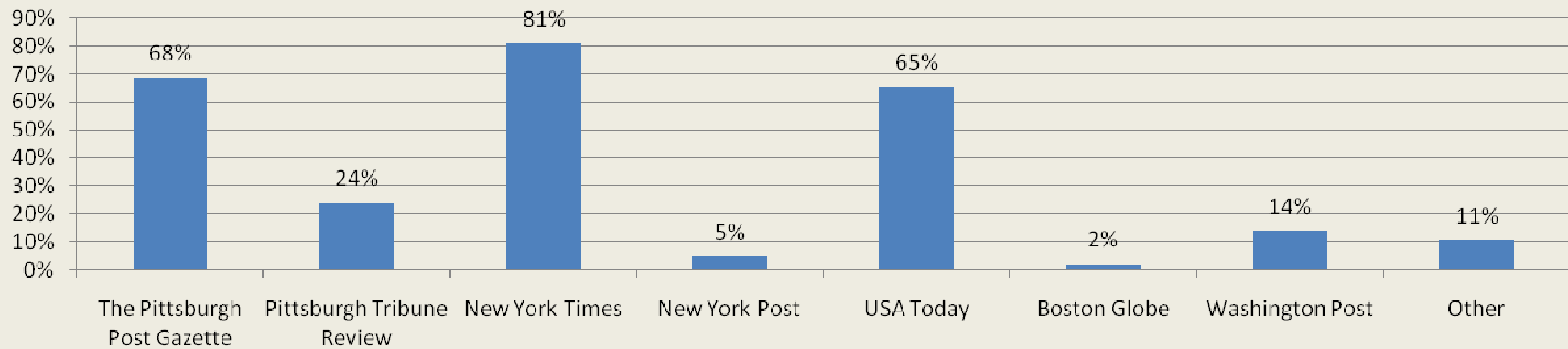
**Do you get your money's worth from the mandatory Port Authority Fee (based on how often they claim to ride the bus)?**



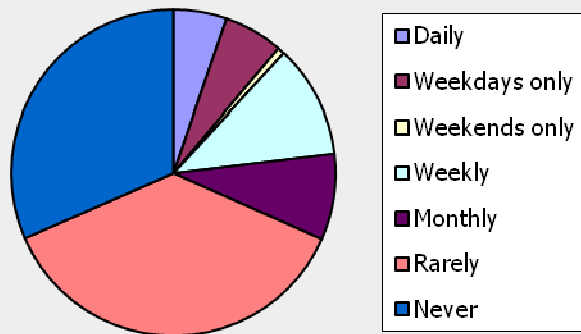
# Our Results So Far

## -Media Fee

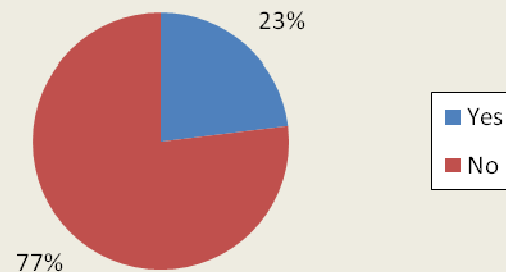
**The Newspapers that are provided by the media fee are located in red boxes across campus, which newspapers can be found in those boxes Choose all that apply:**



**How often do you read the local and national newspapers provided by the Media Fee?**



**Do you get your money's worth from the mandatory Media Fee (based on how often they claim to read the newspaper)?**



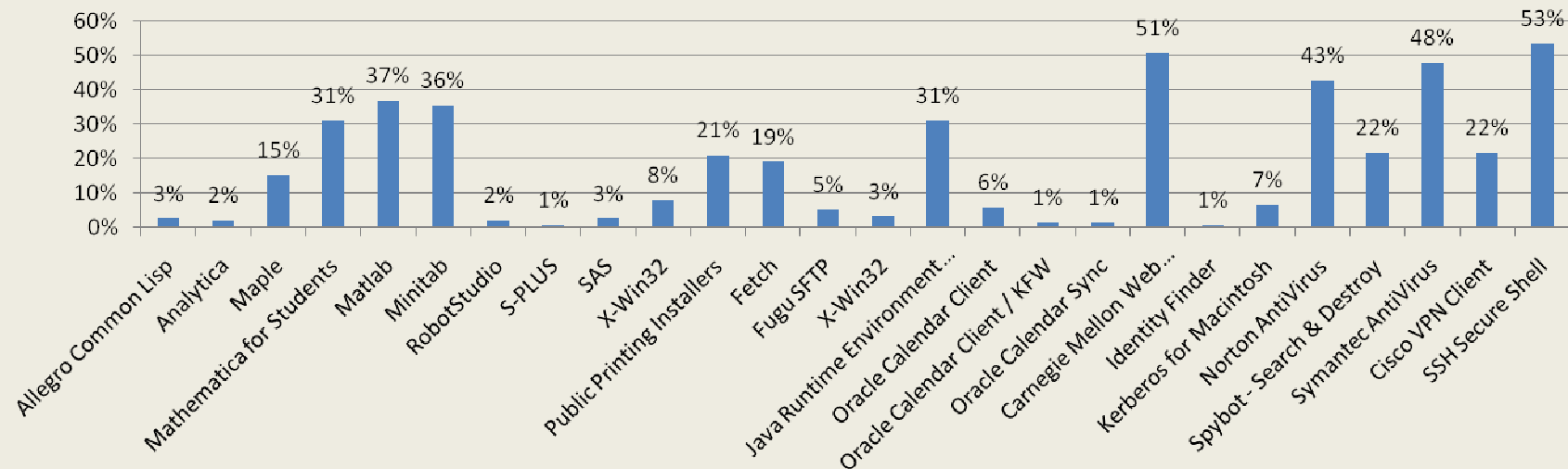
•The average number of times a CMU undergraduate reads one of the newspapers provided by the media fee per semester is 14.61 times, which is worth more than the mandatory \$5 fee.



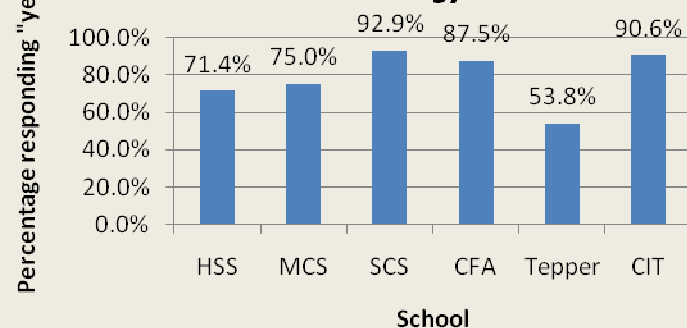
# Our Results So Far

## -Technology Fee

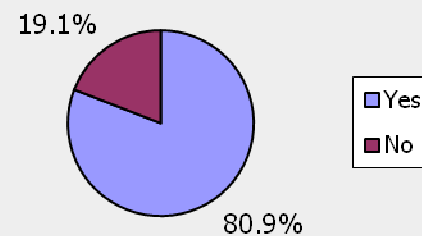
The following is a list of downloadable licensed software that Carnegie Mellon Students have access to and are supported by the tech fee. Select all that you have at one point downloaded and used.



Do you feel that your major requires the use of the technology fee?



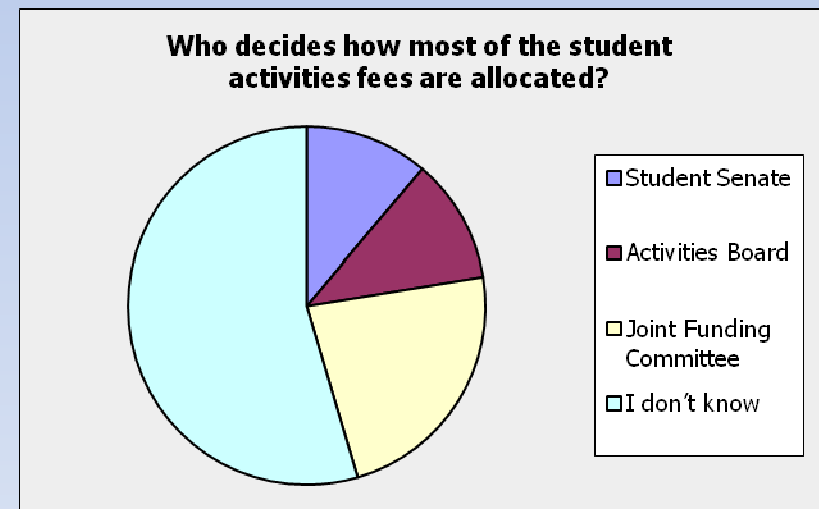
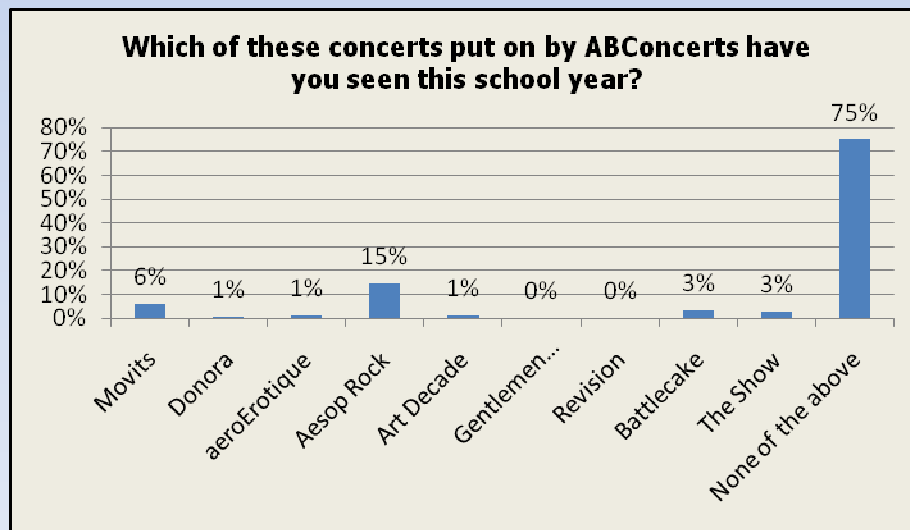
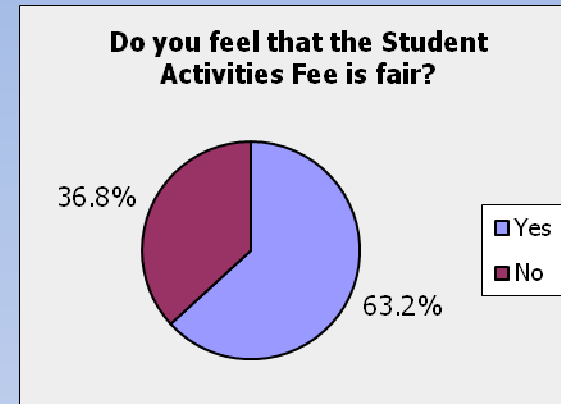
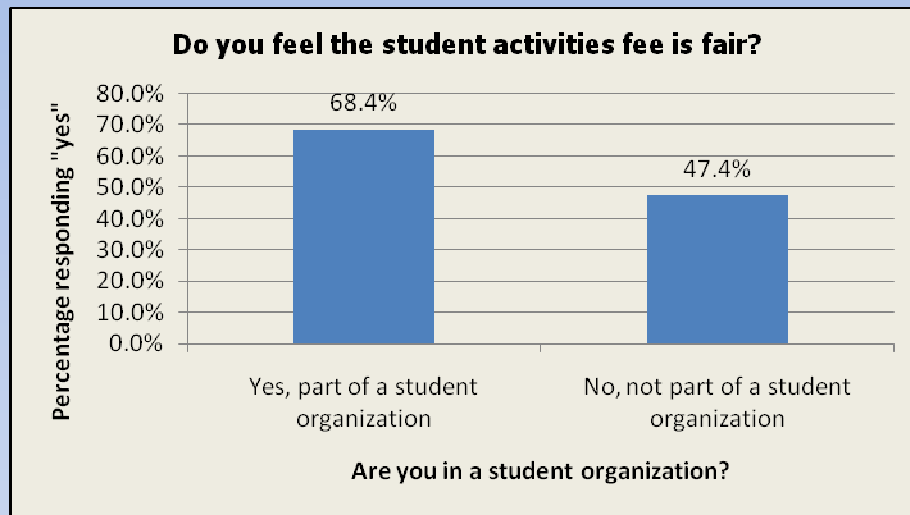
Do you feel that your major require use of the technology fee?



•Even before assigning each software a value and adding up how much each student would have paid each semester without the fee, it is clear that a high majority of CMU undergraduates get their money's worth from the mandatory technology fee.

# Our Results So Far

## -Student Activities Fee

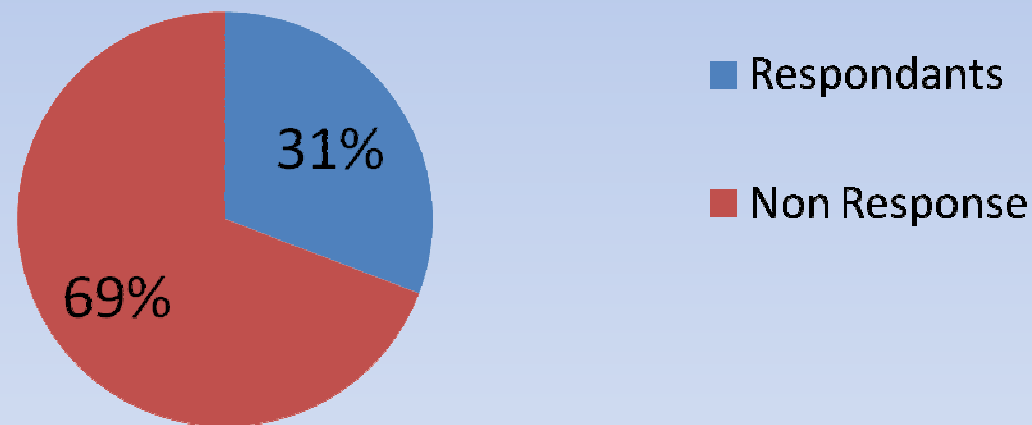


•It is almost impossible to put a value on the student activities fee, but the majority of students think it is fair, despite guessing a cost that was too high and attending very few concerts.

# Post Processing

- Non response :  $153/496 = 30.85\%$  response rate . We reached our desired goal of respondents.

**Response Rates**



- Post Stratification: Adjustments based on demographic results (ratios)

# Imputation

“If you are, how much do you think each fee costs per semester?”

- Item Non Response :
  - Analyze the respondent percentage rate for this particular question
  - Compare with results utilizing imputed values

# Conclusion

- Further analysis: based on the results determine relevant conclusions
- Cut off date for data collection:
  - April 10