




Student Perspectives on the UW-Green Bay Learning Experience

- ❧ New Freshmen Survey: 2005
 - ❧ Graduating Senior Survey: 2004-2005
 - ❧ Alumni Survey: 2005
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This report summarizes the results of three institution-wide surveys conducted annually at UWGB. Additional data analysis is available by request.

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This report is one product of UWGB's Comprehensive Assessment Program. Copies of the survey instruments are available by request from Assessment and Testing Services:

<http://www.uwgb.edu/assessment/index.htm>

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New Freshmen Survey: 2005

Beginning in June 2005, we surveyed new freshmen registering for the Fall 2005 semester about their motivations for attending college and their reasons for selecting UWGB. A total of 848 students completed the survey, representing **97 percent** (819/848) of the new freshmen enrolled for Fall 2005 as of August, 2005.

Why did our students choose UWGB?

Over three-fourths (**77%**) of the respondents identified UWGB as their **first choice** of institutions to attend, and another **21** percent identified us as their second choice.

Top four reasons for choosing UWGB

- ☞ Interesting academic majors or programs
- ☞ Graduates get good jobs
- ☞ Good academic reputation
- ☞ Appearance and facilities

These are the same top four reasons that were cited by freshmen responding to the 1999, 2000, 2001, 2002, 2003 and 2004 New Freshmen Surveys.



	Mean	Very important	Somewhat important	Not at all important
☞ The majors or programs at UWGB interest me.	2.74	78%	19%	3%
☞ UWGB's graduates get good jobs.	2.69	73%	24%	3%
☞ UWGB has a good academic reputation.	2.69	71%	28%	1%
☞ UWGB's appearance and facilities.	2.62	64%	34%	2%
☞ Low tuition.	2.47	52%	43%	5%
☞ Type of campus housing available.	2.44	60%	25%	15%
☞ UWGB has a good social reputation.	2.35	42%	52%	6%
☞ UWGB's size.	2.33	44%	44%	11%
☞ UWGB's graduates go to top graduate schools.	2.27	39%	49%	12%
☞ UWGB's unique, interdisciplinary approach to education.	2.21	40%	51%	9%

Before entering college, the incoming class of freshman had a lot of experiences to prepare them for their time at UWGB.

When asked “Which of the following activities have you participated in before coming to UWGB?” they responded as follows

	Did	Did not
☞ Community Service	82%	18%
☞ Took advanced courses (e.g. AP, IB, Honors, Youth Options)	63%	37%
☞ Joined a student organization	61%	39%
☞ Participated in a study group with other students	57%	43%
☞ Worked with faculty member or teacher	52%	48%
☞ Had (or still have) job related to intended major	21%	79%
☞ Internship/practicum/field experience	16%	84%
☞ Joined a professional organization	15%	85%
☞ “Study Abroad” or travel classes	8%	92%

What are their expectations?

They are optimistic, and confident in their plans!

This year’s incoming freshman class is generally optimistic about their future at UWGB. Over half (56%) definitely plan to keep at least a B average. This is a wonderful goal considering almost half of the incoming freshman are first generation students, with neither parent having graduated from college. Still, with so many expecting to work, will they be able to accomplish their goals?

How likely are the following to occur to you while you are at UWGB?	Very likely	Somewhat likely	Not at all likely
☞ Change your major.	18%	48%	34%
☞ Need a job to help with paying college expenses.	63%	27%	11%
☞ Make at least a B average.	56%	44%	<1%
☞ Drop out of college temporarily or permanently.	<1%	5%	95%
☞ Transfer to another college.	10%	45%	45%
☞ Graduate from UWGB.	59%	36%	5%

They expect to use the university's resources, for both academics and fun!

Which offices do they **expect to use** this year? (Note: Students could make multiple choices.)



Library:	90%
Computer Center:	84%
Advising:	77%
Student Life:	72%
Union:	72%
Phoenix Sports Center:	69%
Financial Aid:	66%
Registrar:	52%
Bursar:	52%
Career Services:	49%
Writing Center:	49%
Academic Resource Center:	36%
Health Services:	34%
International Center:	14%
American Intercultural Center:	14%
Counseling Center:	12%
Disability Services:	2%

How will they spend their time?

Most expect to spend more time preparing for class than they will spend on any other single activity – but just barely.

Hours/week	0	1-5	6-10	11-15	16-20	21-25	26-30	31+
☞ Preparing for class	<1%	12%	18%	24%	19%	12%	8%	8%
☞ Working	13%	8%	26%	26%	19%	5%	2%	<1%
☞ Co-curricular activities	5%	44%	30%	12%	4%	3%	1%	1%
☞ Relaxing & socializing	< 1%	28%	34%	20%	9%	4%	2%	2%
☞ Caring for dependents	69%	21%	6%	2%	<1%	<1%	< 1%	1%

Like most freshmen throughout the United States, our students plan to work in college. In fact, 74 percent of new freshman expect to work at least 15 hours in a typical week during their first year at college.



These students expect an active and collaborative learning environment.

How often do you expect to ...?	Very often	Often	Occasionally	Never
☞ Use e-mail to communicate with an instructor or other students.	29%	46%	24%	1%
☞ Ask questions in class or contribute to class discussions.	28%	47%	25%	<1%
☞ Discuss ideas from your classes with others outside of class	24%	49%	26%	1%
☞ Have serious conversations with students of a different ethnicity	20%	39%	37%	4%
☞ Have serious conversations with students who differ in terms of their religious beliefs, political opinions, or personal values.	19%	37%	37%	6%
☞ Work with classmates outside of class to prepare assignments.	17%	56%	26%	1%
☞ Talk about career plans with an advisor	23%	48%	28%	1%
☞ Discuss grades with an instructor	24%	47%	29%	<1%
☞ Use an electronic medium to complete an assignment	41%	36%	22%	1%
☞ Work on a project that requires integrating information	25%	54%	21%	<1%
☞ Attend multicultural events	13%	30%	51%	7%
☞ Make a class presentation.	8%	34%	54%	4%
☞ Participate in a community-based project as part of a course.	7%	33%	54%	6%

Most new freshmen want to be active, contributing members of the campus community. Being connected matters to them.

- ☞ While 44 percent of the students thought they might “occasionally” go to class **without completing readings or assignments**, 48 percent said they “never” planned to do so.
- ☞ 97 percent of the students expect to **prepare two or more drafts** of a paper or assignment “very often” (23%), “often” (41%), or “occasionally” (33%).
- ☞ Relatively few students “agreed” (18%) or “strongly agreed” (12%) that they hoped to organize their class schedule so that they would **be on campus as little as possible**. [Importantly, however, 43 percent of the students were “neutral” with respect to this last statement.]
- ☞ All but 7 of 848 students “strongly agreed” (65%) or “agreed” (30%) that they would **like to have one faculty or staff member** to whom they could go with any questions about their life as a student.
- ☞ Finally, 86 percent of the students said it was very important for them to **feel connected** to UWGB and its faculty, staff, and students (“strongly agree” – 38% and “agree” – 48%).



Female students (65% of respondents; 65% of new freshmen) are significantly more likely than male students to:

- ☞ Expect to have a job to help pay college expenses.
- ☞ Expect to use e-mail to communicate with an instructor or other students.
- ☞ Prepare two or more drafts of class work.
- ☞ Say it is important to be connected.
- ☞ Attend multicultural events.

Male students (35% of respondents; 35% of new freshmen) are significantly more likely than female students to:

- ☞ Expect to spend more time on co-curricular activities.
- ☞ Expect to spend more time relaxing and socializing.
- ☞ Expect to go to class unprepared.

Graduating Senior Survey: 2004-2005

In August 2004, December 2004, and May 2005, 925 students received bachelor's degrees from UWGB. We surveyed all students eligible to graduate in those terms, and received 823 completed questionnaires (89 percent).

How do our students grade their majors?

Students gave the *highest* grades to:

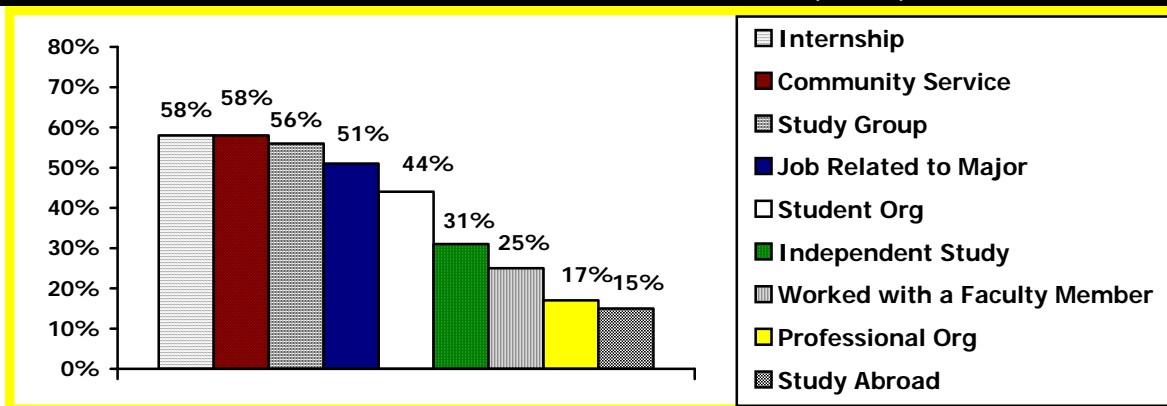
- ☞ Knowledge and expertise of the faculty
- ☞ Clarity of major requirements
- ☞ Reasonableness of major requirements
- ☞ Quality of teaching by faculty in major
- ☞ In-class faculty-student interaction

Students gave the *lowest* grades to:

- ☞ Frequency of course offerings in major
- ☞ Times courses were offered
- ☞ Variety of courses available in majors
- ☞ Ability of major advisor to answer career questions
- ☞ **Overall quality of advising received from major advisor**

Scale: A = 4, F = 0	N	Mean	A	B	C	D	F
☞ Clarity of major requirements	821	3.3	48%	38%	10%	2%	1%
☞ Reasonableness of major requirements	817	3.3	44%	44%	10%	1%	1%
☞ Variety of courses available in major	812	2.8	22%	41%	26%	8%	2%
☞ Frequency of course offerings in major	818	2.4	11%	34%	37%	14%	4%
☞ Times courses were offered	805	2.7	17%	43%	30%	8%	2%
☞ Quality of internship, practicum, field exp	469	3.3	53%	30%	10%	4%	3%
☞ Quality of teaching by faculty in major	812	3.3	47%	42%	9%	1%	<1%
☞ Knowledge and expertise of faculty in major	817	3.6	61%	34%	4%	<1%	<1%
☞ Faculty encouragement of educational goals	807	3.2	46%	34%	14%	4%	1%
☞ Overall quality of advising received from major advisor	782	3.0	44%	28%	14%	8%	7%
☞ Availability of major advisor for advising	770	3.2	51%	28%	12%	4%	5%
☞ Ability of major advisor to answer university questions	765	3.2	53%	26%	13%	4%	5%
☞ Ability of major advisor to answer career questions	701	3.0	44%	27%	18%	5%	6%
☞ In-class faculty-student interaction	790	3.4	49%	40%	9%	1%	<1%
☞ Overall grade for the major	811	3.2	37%	50%	11%	2%	<1%

Besides classes, in which educational activities did our students participate? (n=823)



How do students grade the university's services and resources?

Scale: A = 4, F = 0	N	Mean	A	B	C	D	F
🔗 Library services (e.g., hours, staff)	757	3.2	45%	42%	10%	2%	<1%
🔗 Library collection	722	3.2	37%	47%	13%	2%	1%
🔗 Admission Office	605	3.2	37%	47%	13%	2%	1%
🔗 Financial Aid Office	577	3.0	35%	42%	17%	3%	4%
🔗 Bursar's Office	773	3.2	39%	44%	13%	3%	1%
🔗 Career Services	527	3.3	51%	33%	10%	4%	2%
🔗 Academic Advising Office	607	2.8	33%	31%	19%	10%	6%
🔗 Student Health Services	433	3.4	57%	30%	10%	3%	1%
🔗 Registrar's Office	779	3.1	40%	39%	11%	7%	3%
🔗 Writing Center	308	3.2	44%	41%	11%	3%	2%
🔗 University Union	639	3.2	38%	48%	12%	1%	1%
🔗 Student Life	380	3.2	39%	43%	12%	3%	3%
🔗 Counseling Center	172	2.7	39%	39%	12%	5%	5%
🔗 Computer Facilities (e.g., labs)	760	3.5	57%	38%	4%	1%	<1%
🔗 Computer Services (e.g., hours)	716	3.4	52%	38%	8%	2%	1%
🔗 Phoenix Sports Center	436	2.6	20%	35%	29%	11%	4%
🔗 Academic Resource Center	149	3.2	41%	43%	15%	1%	1%
🔗 American Intercultural Center	98	3.2	45%	39%	10%	1%	5%
🔗 International Center	152	3.4	55%	34%	8%	1%	2%
🔗 Residence Life	355	2.9	23%	50%	20%	4%	4%

Overall, students awarded an average grade of "B" (3.2) to the university's services and resources.

If they could start over, would they return to UWGB?

Student willingness to return to an institution is one proxy measure of student satisfaction with a university's programs and services. Students graduating from UWGB appear generally satisfied with their experiences, as indicated by the following table. Importantly, nearly forty percent (39%) of these students began their college careers elsewhere.

	UWGB		Another college		No bachelor's degree
	Same major	Different major	Same major	Different major	
N = 823	66%	10%	15%	7%	<1%

Students who said they would attend UWGB and pursue the same major (shaded box, above) were significantly more likely to report **positive** perceptions of their major programs at UWGB (see the previous page, "How do our students grade their majors"). A key indicator of whether a student would return to UWGB and pursue the same major was **knowledge and expertise of faculty in your major**.

How well did UWGB prepare them?

Students said they were most **proficient** with respect to:

- 🔗 Problem-solving skills (High = 68%)
- 🔗 Understanding causes and effects of stereotyping and racism (High = 62%)
- 🔗 Written communication skills (High = 61%)
- 🔗 Critical analysis skills (High = 59%)
- 🔗 Computer Skills (High = 51%)

Overall, students said that their General Education coursework had **contributed** to their knowledge and skill proficiencies to a moderate (medium) degree.

Proficiency					Scale: High = 3, Medium = 2, Low = 1	Gen Ed Contribution				
N	Mean	H	M	L		N	Mean	H	M	L
780	2.6	59%	40%	1%	▪ Critical analysis skills	735	2.4	20%	56%	24%
775	2.7	68%	32%	1%	▪ Problem-solving skills	740	2.3	20%	52%	28%
770	1.9	20%	48%	32%	▪ Biological and physical environment concepts	719	2.5	21%	45%	34%
777	2.1	30%	53%	17%	▪ The impact of science and technology	729	2.4	21%	48%	31%
774	2.2	31%	56%	13%	▪ Social, political, geographic, and economic structures	737	2.4	21%	56%	22%
773	2.4	49%	44%	7%	▪ Impact of social institutions and values	742	2.5	26%	57%	17%
774	2.1	27%	52%	20%	▪ Significance of major events in Western civilization	735	2.5	26%	50%	24%
774	2.1	30%	53%	17%	▪ Role of the humanities in identifying and clarifying values	742	2.5	27%	50%	24%
776	2.2	36%	46%	18%	▪ At least one Fine Art	732	2.5	29%	45%	26%
770	2.1	29%	54%	17%	▪ Contemporary global issues and problems	727	2.4	16%	53%	31%
771	2.6	62%	33%	4%	▪ Causes and effects of stereotyping and racism	738	2.5	33%	45%	22%
777	2.6	61%	38%	2%	▪ Written communication	747	2.5	33%	47%	20%
777	2.3	45%	41%	11%	▪ Public speaking and presentation skills	726	2.4	23%	43%	33%
776	2.5	51%	44%	6%	▪ Computer skills	717	2.5	20%	41%	40%

Overall Perceptions of the UWGB Experience

Students are generally *positive* about their overall experience at UWGB:



- ☞ 88 percent “agree” or “strongly agree” that they have learned to view **learning as a lifelong experience**.
- ☞ 79 percent “agree” or “strongly agree” that their experiences at UWGB encouraged them to **think creatively and innovatively**.
- ☞ 75 percent “agree” or “strongly agree” that they would **recommend UWGB** to a co-worker, friend, or family member.
- ☞ 67 percent “agree” or “strongly agree” that UWGB provides a **strong, interdisciplinary, problem-focused education**.

Scale: SA = Strongly Agree (5), A = Agree, N = Neutral, D = Disagree, SD = Strongly Disagree (1)

	N	Mean	SA	A	N	D	SD
☞ My experiences at UWGB helped me to learn or reinforced my belief that learning is a lifelong process.	810	4.3	43%	45%	10%	2%	<1%
☞ I had frequent interactions with people from different countries or cultural backgrounds.	796	3.1	11%	28%	30%	21%	9%
☞ Students at UWGB are encouraged to become involved in community affairs.	755	3.3	10%	35%	35%	16%	5%
☞ My UWGB experiences and courses encouraged me to think creatively and innovatively.	804	4.0	27%	52%	15%	4%	1%
☞ UWGB's interdisciplinary, problem-focused education gives its graduates an advantage when they seek employment or apply to graduate school.	769	3.6	16%	39%	33%	7%	5%
☞ UWGB provides a strong, interdisciplinary, problem-focused education.	788	3.8	19%	47%	28%	4%	2%
☞ Students at UWGB have many opportunities to apply their learning to real situations.	794	3.6	17%	42%	26%	11%	3%
☞ I would recommend UWGB to a co-worker, friend, or family member.	804	3.9	27%	48%	17%	5%	3%
☞ There is a strong commitment to racial harmony on this campus.	733	3.5	14%	35%	39%	8%	3%
☞ The faculty and staff of UWGB are committed to gender equity.	759	3.9	21%	50%	25%	4%	1%
☞ UWGB shows concern for students as individuals.	790	3.8	22%	47%	20%	8%	3%
☞ The General Education requirements at UWGB were a valuable component of my education.	757	3.2	10%	34%	28%	17%	11%

Alumni Survey: 2005

In Summer 2005, we surveyed UWGB alumni who received bachelor's degrees in August 2001, December 2001, and May 2002. Of the 899 alumni receiving bachelor's degrees in this period, 823 (92%) had a working mailing address. Thirty-one percent (254) of the alumni with a working mailing address completed the survey; the overall completion rate was 254/899, or 28 percent. This year alumni were again given the option of completing the Alumni Survey online. Of the 254 responses, 46 percent were completed online.

Are alumni well prepared? How important are these skills and knowledge?

Top five areas for which alumni said their preparation was "excellent" or "good"

- ☞ Critical analysis skills (83%)
- ☞ Written communication skills (75%)
- ☞ Listening skills (72%)
- ☞ Reading skills (68%)
- ☞ Problem-solving skills (66%)

Top five areas considered "very important" or "important" to their current work

- ☞ Listening skills (96%)
- ☞ Leadership and management skills (96%)
- ☞ Written communication skills (94%)
- ☞ Problem-solving skills (93%)
- ☞ Critical thinking skills (89%)

Scale: Excellent = 5, Poor = 1 E = excellent, G = good VI = very important, I = important	Gap? (+) or (-)	Preparation			Importance		
		Mean	E	G	Mean	VI	I
▪ Critical analysis skills	Yes (-)	3.6	13%	50%	4.4	61%	24%
▪ Problem-solving skills	Yes (-)	3.7	17%	49%	4.7	75%	18%
Understanding ...							
▪ Biology and the physical sciences	Yes (+)	3.3	11%	35%	2.5	13%	15%
▪ The impact of science and technology	Yes (+)	3.4	9%	39%	3.1	13%	33%
▪ Social, political, geographic, and economic structures	Yes (+)	3.6	19%	37%	3.5	23%	36%
▪ The impact of social institutions and values	Yes (+)	3.7	18%	44%	3.5	27%	30%
▪ The significance of major events in Western civilization	Yes (+)	3.3	10%	38%	2.6	7%	19%
▪ A range of literature	Yes (+)	3.4	13%	38%	2.5	8%	18%
▪ The role of the humanities in identifying and clarifying individual/social values	Yes (+)	3.5	13%	40%	2.9	10%	28%
▪ At least one of the Fine Arts	Yes (+)	3.6	21%	38%	2.5	9%	16%
▪ Contemporary global issues	Yes (+)	3.5	12%	40%	3.2	15%	29%
▪ Causes and effects of stereotyping & racism	No	3.6	21%	36%	3.6	30%	28%
Skills							
▪ Written communication	Yes (-)	4.0	33%	42%	4.6	69%	23%
▪ Public speaking and presentation	Yes (-)	3.6	20%	35%	4.3	53%	29%
▪ Reading	Yes (-)	3.8	25%	43%	4.5	62%	28%
▪ Listening	Yes (-)	3.8	24%	48%	4.7	74%	21%
▪ Leadership and management	Yes (-)	3.7	24%	42%	4.7	74%	22%

Yes (+) **More** preparation than needed

Yes (-) **Less** preparation than needed

Overall Perceptions of the UWGB Experience



Alumni are generally *positive* about their overall experience with UWGB:

- ☞ 91 percent “agree” or “strongly agree” that they have learned to view **learning as a lifelong experience**.
- ☞ 87 percent “agree” or “strongly agree” that their experiences and course work at UWGB encouraged them to **think creatively and innovatively**.
- ☞ 83 percent “agree” or “strongly agree” that they would **recommend UWGB** to a co-worker, friend, or family member.
- ☞ 76 percent “agree” or “strongly agree” that UWGB provides a **strong, interdisciplinary, problem-focused education**.

Scale: SA= Strongly agree (5), A= Agree, N= Neutral, D= Disagree, SD= Strongly disagree (1)

	N	Mean	SA	A	N	D	SD
☞ My experiences at UWGB helped me to learn or reinforced my belief that learning is a lifelong process.	252	4.2	35%	57%	8%	<1%	0%
☞ I had frequent interactions with people from different countries or cultural backgrounds.	249	3.3	8%	44%	25%	19%	4%
☞ Students at UWGB are encouraged to become involved in community affairs.	248	3.4	6%	43%	30%	18%	3%
☞ My UWGB experiences and courses encouraged me to think creatively and innovatively.	253	4.1	24%	64%	11%	2%	0%
☞ UWGB’s interdisciplinary, problem-focused education gives its graduates an advantage when they seek employment or apply to graduate school.	249	3.8	19%	54%	19%	6%	3%
☞ UWGB provides a strong, interdisciplinary, problem-focused education.	252	3.9	21%	55%	20%	4%	<1%
☞ Students at UWGB have many opportunities to apply their learning to real situations.	252	3.7	17%	52%	20%	10%	1%
☞ I would recommend UWGB to a co-worker, friend, or family member.	253	4.1	36%	48%	13%	2%	2%
☞ The General Education requirements at UWGB were a valuable component of my education.	243	3.4	14%	41%	29%	12%	4%
☞ UWGB cares about its alumni.	242	3.5	9%	48%	37%	5%	2%
☞ As a graduate, I feel connected to UWGB.	248	3.1	7%	34%	35%	17%	8%

How do alumni grade their majors?

Alumni give good marks to their **majors**. Specifically,

- 92 percent gave an A or a B to the quality of teaching in their major (mean = 3.4)
- 96 percent gave an A or a B to the knowledge and expertise of their major faculty (mean = 3.6)
- 90 percent gave an A or a B to the relationship between faculty and students (mean = 3.4)
- 88 percent gave an A or a B to the importance and relevance of major courses to their professional and academic goals (mean = 3.3)
- 76 percent gave an A or B to the accuracy of major advising information (mean = 3.1)
- 86 percent gave an A or B to the availability of their major faculty during office hours (mean = 3.3).
- 92 percent awarded their major department a grade of A or B (mean = 3.4)

Is more schooling in their future?

69 percent plan to pursue their education beyond the bachelor's degree (this percent is similar to last year's 68 percent). Of those planning to achieve more than a bachelor's degree, 55 percent had not yet applied, 23 percent were currently enrolled, and 14 percent had completed an advanced degree. Five percent had been accepted but were not yet enrolled, and three percent had their applications rejected.

How's their career progressing?

Most alumni are employed:

- Employed, Full-time (81%) (↑ from 73%)
- Employed, Part-time (9%)
- Seeking employment (4%)
- Not seeking employment (3%)
- Student (4%)

In a field related to their major:

- Very related (52%)
- Somewhat related (30%)
- Not at all related (18%)

74 percent (↑ from 69%) are very satisfied (35%) or satisfied (39%) with their current job.



What are the minimum educational requirements for their current position?

- 👉 4%: Graduate degree
- 👉 64%: Bachelor's degree
- 👉 14%: Associate degree or two years of college
- 👉 5%: Certificate program or one year of college
- 👉 14%: High school diploma or less (↓ from 19%)

What's their current income?

- 👉 12%: Under \$20,000 (↑ from 8%)
- 👉 15%: \$20,000 to \$25,999
- 👉 12%: \$26,000 to 29,999
- 👉 28%: \$30,000 to \$35,999
- 👉 9%: \$36,000 to \$39,999
- 👉 12%: \$40,000 to \$49,000
- 👉 13%: \$50,000 and up

If they could start over, would they return to UWGB?

59 percent would return to UWGB and complete the same major if they started college over; **20 percent** would attend UWGB but choose another major. **10 percent** would complete the same major, but at a different university; **10 percent** would complete a different major at a different university.

In fact, many have returned to UWGB already!

Since graduating, many alumni have visited UWGB, both in person and "virtually." While 69 percent of survey respondents said they had visited campus in person, another 71 percent said they had visited campus via its website. Similarly, 64 percent said they read *Inside UWGB*, a quarterly campus publication.

Alumni visited campus for the following reasons and at a much higher rate than last year's alumni.

Note: The total exceeds 100% because respondents could select more than one option.

- 👉 51% Weidner Center performance
- 👉 34% Bayfest
- 👉 28% Cofrin Arboretum
- 👉 19% Athletic event
- 👉 12% Shorewood golf course
- 👉 13% UWGB theatre performance
- 👉 6% UWGB musical performance
- 👉 6% Alumni Association event
- 👉 6% Work at UWGB
- 👉 46% Other (e.g., to visit faculty, staff)

