




Student Perspectives on the UW-Green Bay Learning Experience

- ∞ New Freshmen Survey: 2014
 - ∞ Graduating Senior Survey: 2013
 - ∞ Alumni Survey: 2014
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Contents

This report summarizes the results of three institution-wide surveys conducted annually at UWGB. Additional data analysis is available by request.

New Freshmen Survey: 2014	3
Graduating Senior Survey: 2013	7
Alumni Survey: 2014	11

Acknowledgements

Testing Services prepares this report, in cooperation with the Office of Institutional Research, the Office of Admissions, Academic Advising, and University Advancement. Formal thanks are extended to the new freshmen, graduating seniors, and alumni who completed surveys. Thanks also to Deborah Furlong of the Office of Institutional Research, Vicki Nellis of Academic Advising, Shannon Badura of University Advancement, and Bonnie Landrie of Computing and Information Technology.

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

<http://www.uwgb.edu/oira/>

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New Freshmen Survey: 2014

Beginning in June 2014, we surveyed new freshmen registering for the Fall 2014 semester about their motivations for attending college and their reasons for selecting UWGB. A total of 666 students completed the survey, representing 96% (666 of 697) of the new freshmen enrolled for Fall 2014 who attended R&R.

Why did our students choose UWGB?

More than three-fourths (**78%**) of the respondents identified UWGB as their **first choice** of institutions to attend, and another **19** 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
- ☞ Low tuition

The first three above have been the same top three reasons cited by freshmen responding to the New Freshmen Survey over the past 13 years. This year low tuition surpassed appearance and facilities to be number four.



How important was each of the following reasons in your decision to attend UWGB?	Very important	Somewhat important	Not at all important
1. The majors or programs at UW-Green Bay interest me.	84%	14%	2%
2. UW-Green Bay's graduates get good jobs.	83%	15%	2%
3. UW-Green Bay has a good academic reputation.	81%	18%	1%
4. Low tuition.	76%	21%	2%
5. UW-Green Bay's appearance and facilities.	75%	24%	1%
6. Type of campus housing available.	70%	21%	9%
7. UW-Green Bay has a good social reputation.	63%	33%	4%
8. UW-Green's unique, interdisciplinary approach to education.	58%	37%	5%
9. UW-Green Bay's graduates go on to top graduate schools.	56%	39%	5%
10. UW-Green Bay's size.	55%	36%	9%



Before entering college, the incoming class of freshman took part in various activities to prepare them for their time at UWGB.

What activities were you involved in during High School?

Did

▪ Community service	49%
▪ Joined a Student Organization	53%
▪ Athletics or Intramurals	64%
▪ Newspaper	5%
▪ Theater	19%
▪ Dance	9%
▪ Student Employment	28%
▪ Student Council	17%
▪ Other: includes choir, band, yearbook, and Forensics	11%

What are their expectations?

How will they spend their time? Most expect to spend more time preparing for class than they will spend on any other single activity. Working follows close behind.

About how many hours do you expect to spend in a typical week doing each of the following?

	0	1-5	6-10	11-15	16-20	21-25	26-30	31+
▪ Preparing for class	<1%	13%	21%	23%	20%	10%	8%	6%
▪ Working	13%	10%	26%	25%	15%	5%	4%	3%
▪ Co-curricular activities	3%	38%	31%	14%	8%	4%	2%	1%
▪ Relaxing & socializing	<1%	32%	31%	21%	10%	3%	1%	1%
▪ Caring for dependents	66%	19%	7%	4%	2%	1%	1%	1%

Like most freshmen throughout the United States, our students plan to work in college. In fact, 89 percent of new freshman expect to work at least 20 hours in a typical week during their first year at college.

During the upcoming school year, about how often do you expect to ...	Very often	Often	Occasionally	Never
▪ Use an electronic medium to complete an assignment.	36%	42%	19%	2%
▪ Ask questions in class or contribute to class discussions.	35%	44%	21%	<1%
▪ Use email to communicate with an instructor or other students in a class.	41%	44%	15%	<1%
▪ Work on a project that requires integrating information.	26%	53%	21%	<1%
▪ Talk about career plans with a faculty member or advisor.	35%	45%	20%	<1%
▪ Discuss ideas from your classes with others outside of class (students, family members, co-workers, etc.)	27%	51%	21%	1%
▪ Have serious conversations with students of a different race or ethnicity.	20%	40%	32%	7%
▪ Discuss grades or assignments with an instructor.	32%	49%	19%	<1%
▪ Prepare two or more drafts of a paper or assignment before turning it in.	20%	46%	31%	3%
▪ Have serious conversations with students who differ in terms of their religious beliefs, political opinions, ...	19%	35%	37%	9%
▪ Work with peers outside of class to prepare assignments.	24%	51%	24%	1%
▪ Discuss ideas from your readings or classes with faculty members outside of class.	21%	42%	34%	3%
▪ Attend multicultural events.	17%	36%	41%	6%
▪ Make a class presentation.	12%	42%	42%	4%
▪ Participate in a community-based project as part of a regular course.	16%	40%	39%	4%
▪ Go to class without completing readings or assignments.	6%	6%	33%	55%



How likely are you to ...	Very likely	Somewhat likely	Not at all likely
▪ Change your major	17%	47%	37%
▪ Need a job to help with paying college expenses	68%	24%	8%
▪ Make at least a B average	67%	32%	1%
▪ Drop out of college temporarily or permanently	2%	3%	95%
▪ Transfer to another college	9%	35%	56%
▪ Graduate from UWGB	69%	28%	3%

How important is "being connected" to our new freshmen? More important than not! Students wish to be connected to some aspects of UW-Green Bay whether it's faculty, staff or fellow students. A support system is very important for them.

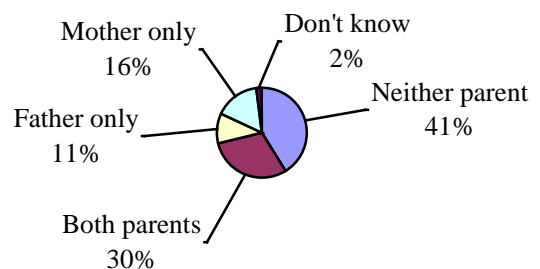
Indicate the strength of your agreement with each of the following statements.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
▪ I would like to have one faculty or staff member to whom I could go to with any questions about my life as a student.	75%	22%	3%	0	<1%
▪ It is very important for me to feel "connected" to UW-Green Bay and its faculty, staff and students.	51%	41%	8%	<1%	<1%
▪ I hope to organize my class schedule so that I have class on as few days per week as possible.	23%	24%	40%	12%	2%
▪ School is important to me, but I have other priorities that are just as important, if not more important.	16%	22%	32%	24%	5%

Other interesting facts.....

How many are **first-generation** college students? Nearly half!

The average high school grade point average is **3.33** on a 4.0 scale. **75%** have over a 3.0 high school GPA. Their average ACT score is **22.7**. **10%** were minority students. Females outnumber males by 70/30 margin.

Parents have college degree?



Graduating Senior Survey: 2013

In May 2013, August 2013, and December 2013, 1,229 students received bachelor's degrees from UWGB. We surveyed all students eligible to graduate in those terms, and received 629 completed questionnaires (51 percent). Students are sent several emails throughout each semester (for which they are graduating) and are invited to complete the survey then.

How do our students grade their majors?

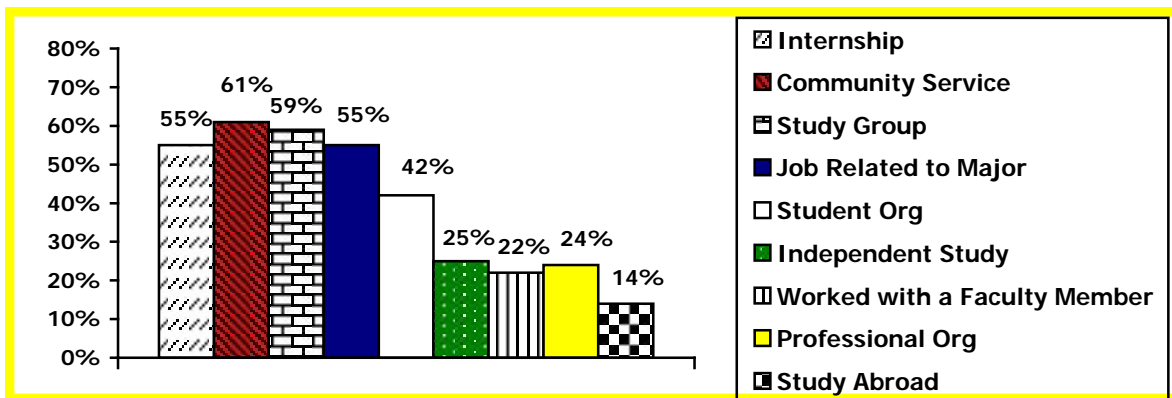
Students gave the *highest* grades to:

- ☞ Knowledge and expertise of the faculty
- ☞ Clarity of major requirements
- ☞ Reasonableness of major requirements
- ☞ Ability of major advisor to answer univ questions
- ☞ Quality of teaching by faculty in major

Students gave the *lowest* grades to:

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

Scale: A = 4, F = 0	N	Mean	A	B	C	D	F
☞ Clarity of major requirements	629	3.5	59%	32%	6%	2%	1%
☞ Reasonableness of major requirements	629	3.5	57%	35%	6%	1%	1%
☞ Variety of courses available in major	626	3.1	37%	42%	14%	5%	2%
☞ Frequency of course offerings in major	628	2.7	22%	42%	26%	8%	2%
☞ Times courses were offered	618	3.0	31%	41%	21%	5%	2%
☞ Quality of internship, practicum, field exp	338	3.3	55%	31%	8%	4%	2%
☞ Quality of teaching by faculty in major	622	3.4	50%	39%	10%	1%	<1%
☞ Knowledge and expertise of faculty in major	628	3.6	68%	26%	5%	1%	<1%
☞ Faculty encouragement of educational goals	622	3.4	56%	29%	11%	3%	1%
☞ Overall quality of advising received from major advisor	603	3.2	53%	25%	11%	6%	5%
☞ Availability of major advisor for advising	602	3.3	61%	23%	8%	5%	3%
☞ Ability of major advisor to answer university questions	589	3.4	64%	20%	9%	4%	3%
☞ Ability of major advisor to answer career questions	509	3.2	55%	25%	13%	3%	4%
☞ In-class faculty-student interaction	581	3.4	52%	34%	10%	4%	<1%
☞ Overall grade for the major	628	3.4	49%	41%	8%	1%	1%



Besides classes, in which educational activities did our students participate? (n= 629)

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)	510	3.4	56%	36%	6%	2%	<1%
☞ Library collection	495	3.5	56%	37%	5%	2%	<1%
☞ Admission Office	478	3.4	51%	40%	7%	2%	<1%
☞ Financial Aid Office	468	3.3	50%	37%	9%	2%	2%
☞ Bursar's Office	564	3.3	47%	38%	11%	3%	1%
☞ Career Services	334	3.3	52%	30%	11%	7%	<1%
☞ Academic Advising Office	513	3.1	46%	29%	13%	7%	4%
☞ Student Health Services	278	3.4	59%	30%	8%	2%	1%
☞ Registrar's Office	477	3.4	54%	37%	7%	1%	1%
☞ Writing Center	192	3.3	44%	42%	8%	5%	1%
☞ University Union	491	3.4	53%	36%	9%	2%	<1%
☞ Student Life	270	3.2	44%	37%	13%	4%	2%
☞ Counseling Center	113	3.2	50%	30%	14%	3%	3%
☞ Computer Facilities (e.g., labs)	503	3.6	65%	32%	3%	<1%	0
☞ Computer Services (e.g., hours)	443	3.5	61%	33%	5%	1%	<1%
☞ Phoenix Sports/Kress Events Center	405	3.7	72%	24%	3%	<1%	<1%
☞ American Intercultural Center	63	3.6	70%	21%	8%	0	1%
☞ International Center	62	3.2	45%	37%	8%	7%	3%
☞ Residence Life	231	3.0	32%	46%	14%	6%	2%
☞ Dining Services	406	2.6	22%	36%	28%	10%	4%
☞ Bookstore	598	3.1	37%	42%	13%	5%	2%

Overall, students awarded an average grade of "B" (3.3) 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, fifty-six percent of these students began their college careers elsewhere.

	UWGB		Another college		No bachelor's degree
	Same major	Different major	Same major	Different major	
N = 627	67%	13%	13%	5%	2%

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 = 63%)
- ☞ Written communication skills (High = 60%)
- ☞ Critical analysis skills (High = 57%)
- ☞ Understanding causes and effects of stereotyping and racism (High = 57%)
- ☞ Computer Skills (High = 50%)

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
599	2.5	57%	39%	4%	▪ Critical analysis skills	590	2.3	40%	50%	10%
599	2.6	63%	32%	5%	▪ Problem-solving skills	587	2.3	42%	47%	11%
563	2.0	26%	49%	25%	▪ Biological and physical environment concepts	555	2.0	25%	48%	27%
564	2.1	33%	49%	18%	▪ The impact of science and technology	549	2.1	30%	49%	21%
584	2.2	33%	50%	17%	▪ Social, political, geographic, and economic structures	577	2.1	33%	47%	20%
587	2.3	44%	45%	11%	▪ Impact of social institutions and values	573	2.3	42%	46%	12%
577	2.1	33%	45%	22%	▪ Significance of major events in Western civilization	568	2.1	34%	44%	22%
583	2.2	39%	44%	17%	▪ Role of the humanities in identifying and clarifying values	579	2.2	39%	43%	18%
574	2.2	36%	44%	20%	▪ At least one Fine Art	566	2.1	35%	43%	22%
575	2.2	34%	48%	18%	▪ Contemporary global issues and problems	567	2.1	32%	48%	20%
587	2.5	57%	34%	8%	▪ Causes and effects of stereotyping & racism	576	2.4	49%	38%	13%
588	2.5	60%	34%	6%	▪ Written communication	577	2.4	49%	39%	12%
569	2.3	40%	46%	15%	▪ Public speaking and presentation skills	553	2.1	33%	45%	21%
580	2.4	50%	42%	8%	▪ Computer skills	563	2.2	39%	40%	21%

Overall Perceptions of the UWGB Experience

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



- ☞ 89 percent “agree” or “strongly agree” that they have learned to view **learning as a lifelong experience**.
- ☞ 82 percent “agree” or “strongly agree” that their experiences at UWGB encouraged them to **think creatively and innovatively**.
- ☞ 81 percent “agree” or “strongly agree” that they would **recommend UWGB** to a co-worker, friend, or family member.

	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.	600	4.4	53%	36%	8%	2%	1%
☞ I had frequent interactions with people from different countries or cultural backgrounds.	574	3.3	15%	31%	29%	18%	7%
☞ Students at UWGB are encouraged to become involved in community affairs.	577	3.6	18%	43%	25%	11%	3%
☞ My UWGB experiences and courses encouraged me to think creatively and innovatively.	600	4.1	38%	44%	14%	3%	1%
☞ UWGB’s interdisciplinary, problem-focused education gives its graduates an advantage when they seek employment or apply to graduate school.	577	3.7	25%	39%	25%	8%	3%
☞ UWGB provides a strong, interdisciplinary, problem-focused education.	590	4.0	32%	43%	18%	5%	2%
☞ Students at UWGB have many opportunities to apply their learning to real situations.	596	3.9	30%	42%	17%	9%	2%
☞ I would recommend UWGB to a co-worker, friend, or family member.	600	4.2	45%	36%	12%	4%	3%
☞ There is a strong commitment to racial harmony on this campus.	524	3.7	24%	34%	32%	8%	2%
☞ The faculty and staff of UWGB are committed to gender equity.	549	4.0	34%	41%	20%	3%	2%
☞ UWGB shows concern for students as individuals.	582	3.9	34%	37%	20%	6%	3%
☞ The General Education requirements at UWGB were a valuable component of my education.	575	3.3	22%	26%	25%	17%	10%

Alumni Survey: 2014

In the Summer/Fall of 2014, we surveyed UWGB alumni who received bachelor's degrees in August 2010, December 2010, and May 2011. Of the 1075 alumni receiving bachelor's degrees in this period, 1004 (93%) had a working mailing address. Seventeen percent (175) of the alumni with a working mailing address completed the survey; the overall completion rate was 175/1075, or 16 percent. Alumni are given the option of completing the Alumni Survey online or via a paper based survey.

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

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

- ☞ Written communication skills (82%)
- ☞ Reading skills (80%)
- ☞ Problem-solving skills (75%)
- ☞ Impact social institutions & values (73%)
- ☞ Listening skills (72%)

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

- ☞ Listening skills (96%)
- ☞ Problem-solving skills (93%)
- ☞ Written communication skills (91%)
- ☞ Reading skills (91%)
- ☞ Critical analysis skills (90%)

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 (-)	3.9	29%	43%	4.5	59%	31%
▪ Problem-solving skills	Yes (-)	4.0	33%	42%	4.6	67%	26%
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▪ Biology and the physical sciences	Yes (+)	3.7	25%	34%	3.1	22%	24%
▪ The impact of science and technology	Yes (+)	3.6	19%	39%	3.4	21%	34%
▪ Social, political, geographic, and economic structures	Yes (+)	3.7	18%	47%	3.6	21%	38%
▪ The impact of social institutions and values	Yes (+)	3.9	28%	45%	3.7	30%	33%
▪ The significance of major events in Western civilization	Yes (+)	3.5	16%	43%	2.8	14%	20%
▪ A range of literature	Yes (+)	3.6	14%	48%	3.0	17%	25%
▪ The role of the humanities in identifying and clarifying individual/social values	Yes (+)	3.8	22%	46%	3.3	19%	26%
▪ At least one of the Fine Arts	Yes (+)	3.7	20%	46%	2.8	16%	21%
▪ Contemporary global issues	Yes (+)	3.6	17%	41%	3.5	21%	35%
▪ Causes and effects of stereotyping & racism	Equal (=)	3.8	22%	50%	3.8	37%	29%
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▪ Written communication	Yes (-)	4.1	39%	43%	4.6	72%	19%
▪ Public speaking and presentation	Yes (-)	3.9	35%	29%	4.4	53%	33%
▪ Reading	Yes (-)	4.0	30%	50%	4.5	64%	27%
▪ Listening	Yes (-)	3.9	31%	41%	4.7	76%	20%
▪ Leadership and management	Yes (-)	3.8	29%	33%	4.5	66%	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:

- ☞ 90 percent “agree” or “strongly agree” that they would recommend UWGB to a co-worker, friend, or family member.
- ☞ 87 percent “agree” or “strongly agree” that their experiences and course work at UWGB encouraged them to think creatively and innovatively.
- ☞ 86 percent “agree” or “strongly agree” that they have learned to view learning as a lifelong experience.
- ☞ 77 percent “agree” or “strongly agree” that UWGB provides a strong, interdisciplinary, problem-focused education.
- ☞ 77 percent “agree” or “strongly agree” that UWGB’s interdisciplinary, problem-focused education gives its graduates an advantage when seeking employment.

	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.	173	4.3	44%	42%	10%	2%	2%
☞ I had frequent interactions with people from different countries or cultural backgrounds.	168	3.4	12%	44%	22%	17%	5%
☞ Students at UWGB are encouraged to become involved in community affairs.	169	3.5	13%	44%	28%	11%	4%
☞ My UWGB experiences and courses encouraged me to think creatively and innovatively.	172	4.1	27%	60%	10%	2%	1%
☞ UWGB’s interdisciplinary, problem-focused education gives its graduates an advantage when they seek employment or apply to graduate school.	170	4.0	29%	48%	15%	5%	2%
☞ UWGB provides a strong, interdisciplinary, problem-focused education.	173	4.0	30%	47%	18%	4%	1%
☞ Students at UWGB have many opportunities to apply their learning to real situations.	172	3.8	22%	49%	20%	8%	1%
☞ I would recommend UWGB to a co-worker, friend, or family member.	173	4.4	52%	38%	6%	3%	1%
☞ The General Education requirements at UWGB were a valuable component of my education.	166	3.4	17%	36%	24%	19%	4%
☞ UWGB cares about its alumni.	168	3.7	16%	49%	30%	2%	3%
☞ As a graduate, I feel connected to UWGB.	170	3.3	14%	32%	33%	15%	6%

How do alumni grade their majors?

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

- ☞ 96 percent gave an A or a B to the quality of teaching in their major (mean = 3.6)
- ☞ 97 percent gave an A or a B to the knowledge and expertise of their major faculty (mean = 3.7)
- ☞ 92 percent gave an A or a B to the relationship between faculty and students (mean = 3.5)
- ☞ 91 percent gave an A or a B to the importance and relevance of major courses to their professional and academic goals (mean = 3.5)
- ☞ 86 percent gave an A or B to the accuracy of major advising information (mean = 3.4)
- ☞ 91 percent gave an A or B to the availability of their major faculty during office hours (mean = 3.5).
- ☞ 96 percent awarded their major department a grade of A or B (mean = 3.6)

Is more schooling in their future?

Fifty-seven percent plan to pursue their education beyond the bachelor's degree. Of those planning to achieve more than a bachelor's degree, 44 percent had not yet applied, 23 percent were currently enrolled, and 26 percent had completed an advanced degree. Two percent applied but were not accepted.

How is their career progressing?

Most alumni are employed:

- ☞ Employed, Full-time (76%) (= to last year)
- ☞ Employed, Part-time (9%)
- ☞ Seeking employment (5%)
- ☞ Not seeking employment (3%)
- ☞ Student (6%)

In a field related to their major:

- ☞ Very related (43%)
- ☞ Somewhat related (40%)
- ☞ Not at all related (17%)

37 percent (↓ from 38%) are very satisfied and 45% are satisfied (a 9% increase from last year) with their current job.



What are the minimum educational requirements for their current position?

- 8%: Graduate degree
- 59%: Bachelor's degree
- 14%: Associate degree or two years of college
- 4%: Certificate program or one year of college
- 14%: High school diploma or less

What is their current income?

- 8%: Under \$20,000
- 10%: \$20,000 to \$25,999
- 12%: \$26,000 to \$29,999
- 13%: \$30,000 to \$35,999
- 13%: \$36,000 to \$39,999
- 18%: \$40,000 to \$49,000
- 26%: \$50,000 and up

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

Sixty-eight percent would return to UWGB and complete the same major if they started college over; **16 percent** would attend UWGB but choose another major. **Eight percent** would complete the same major, but at a different university; **8 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." Twenty-six percent said they had visited the Alumni Facebook page, 49 percent said they read the *Inside 360° magazine*, and 52% said they read the Alumni newsletter.

Alumni visited campus for the following reasons. *Note:* The total may exceed 100% because respondents could select more than one option.

- 11% Weidner Center performance
- 10% Cofrin Arboretum
- 17% Athletic event
- 11% Shorewood Golf Course
- 3% UWGB theatre performance
- 1% UWGB musical performance
- 2% Kress Events Center
- 5% Library
- 2% Complete Master's Degree
- 5% Alumni Reunion Days