
Student Perspectives on the UW-Green Bay Learning Experience

- ∞ Graduating Senior Survey: 2021
- ∞ Alumni Survey: 2022

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This report summarizes the results of two institution-wide surveys conducted annually at UW-Green Bay. Additional data analysis is available by request. Beginning in 2022, Testing Services was no longer responsible for administering the New Freshmen Survey, so it will not be included in this report.

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Acknowledgements

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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 Testing Services:

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

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Graduating Senior Survey: 2021

In May 2021, August 2021, December 2021, and January 2022, 1,471 students received bachelor's and associate's degrees from UWGB. We surveyed all students eligible to graduate in those terms, and received 467 completed questionnaires (32 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?

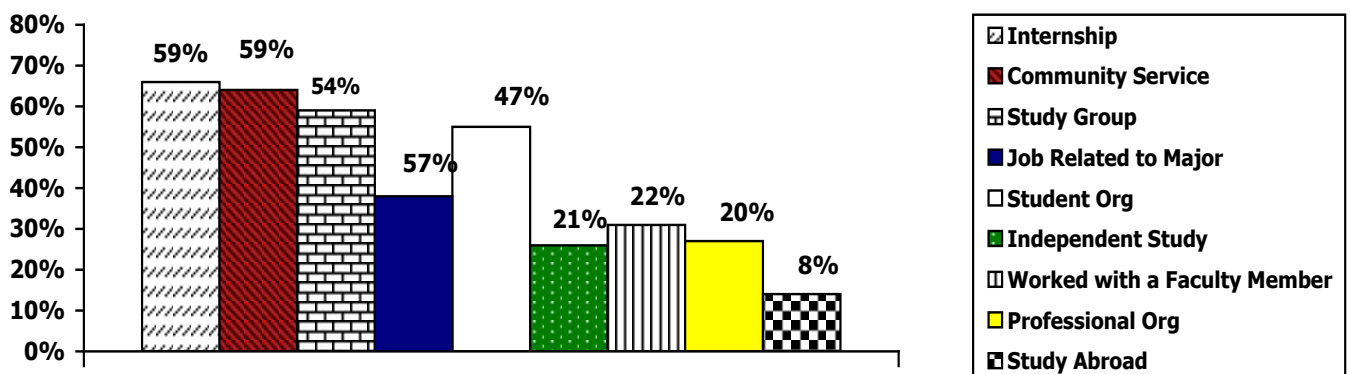
Students gave the *highest* grades to:

- ☞ Knowledge and expertise of the faculty
- ☞ Reasonableness of major requirements
- ☞ Clarity of major requirements
- ☞ Faculty encouragement of educational goals

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

Scale: A = 4, F = 0	N	Mean	A	B	C	D	F
☞ Clarity of major requirements	465	3.5	60%	32%	7%	1%	0
☞ Reasonableness of major requirements	465	3.6	64%	29%	5%	1%	<1%
☞ Variety of courses available in major	465	3.2	44%	40%	12%	4%	<1%
☞ Frequency of course offerings in major	465	3.0	36%	39%	19%	5%	1%
☞ Times courses were offered	460	3.2	42%	37%	16%	5%	<1%
☞ Quality of internship, practicum, field exp	281	3.4	60%	24%	11%	3%	2%
☞ Quality of teaching by faculty in major	465	3.3	49%	36%	12%	2%	1%
☞ Knowledge and expertise of faculty in major	465	3.6	68%	28%	3%	1%	<1%
☞ Faculty encouragement of educational goals	458	3.5	65%	21%	10%	3%	1%
☞ Overall quality of advising received from major advisor	449	3.2	53%	26%	9%	7%	5%
☞ Availability of major advisor for advising	447	3.4	63%	21%	7%	6%	3%
☞ Ability of major advisor to answer university questions	444	3.4	66%	19%	7%	5%	3%
☞ Ability of major advisor to answer career questions	385	3.3	57%	25%	8%	6%	4%
☞ In-class faculty-student interaction	403	3.4	54%	32%	11%	2%	1%
☞ Overall grade for the major	461	3.4	52%	37%	10%	1%	<1%



Besides classes, in which educational activities did our students participate? (n= 464)

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)	345	3.6	67%	26%	5%	1%	1%
☞ Library collection	334	3.6	65%	29%	4%	1%	1%
☞ Admissions Office	343	3.6	64%	29%	5%	2%	0
☞ Financial Aid Office	325	3.5	63%	25%	10%	1%	1%
☞ Student Billing Resources	386	3.5	61%	27%	9%	1%	2%
☞ Career Services	241	3.5	65%	27%	4%	3%	1%
☞ Academic Advising Office	256	3.3	57%	23%	11%	6%	3%
☞ Wellness Center	209	3.5	67%	25%	5%	1%	1%
☞ Registrar's Office	305	3.6	66%	28%	5%	<1%	1%
☞ Writing Center	142	3.5	68%	23%	6%	1%	1%
☞ University Union	328	3.5	58%	32%	7%	1%	1%
☞ Student Engagement	193	3.4	58%	30%	8%	3%	1%
☞ Counseling Center	101	3.3	57%	29%	7%	3%	4%
☞ Computer Facilities (e.g., labs)	257	3.5	64%	29%	5%	2%	<1%
☞ Computer Services (e.g., hours)	218	3.6	68%	25%	4%	2%	1%
☞ University Recreation	273	3.7	73%	22%	3%	1%	1%
☞ Multi-Ethnic Student Affairs	57	3.5	75%	9%	12%	2%	2%
☞ International Education	56	3.4	57%	32%	7%	0	4%
☞ Housing & Residential Education	212	2.9	29%	41%	20%	7%	3%
☞ Dining Services	277	2.5	22%	31%	26%	13%	8%
☞ Bookstore	430	3.3	49%	37%	11%	2%	1%

Overall, students awarded an average grade of "B" (3.4) 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 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 = 467	72%	11%	11%	3%	3%

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?

Top knowledge & skill areas which students said their General Education at UW-Green Bay helped the most to develop their understanding of:

- ☞ Written communication skills (84%)
- ☞ Problem-solving skills (83%)
- ☞ Critical analysis skills (81%)
- ☞ Sustainability perspectives to make informed & ethical judgments about the environment as responsible citizens (72%)
- ☞ Social sciences to think critically using tools & methods to address social problems (71%)
- ☞ Ethnic studies to recognize multiple ethnic, racial, and cultural perspectives (71%)

Overall, students said that their General Education coursework had **helped** to develop their knowledge and skills to a moderate (medium) degree. The first three skills above have been in the top five for the past 17 years.

Scale: Extremely = 5, Not at All = 1 5 = Extremely, 4 = Very, 3 = Somewhat, 2 = Slightly, 1 = Not at All	Development of Understanding					
	Mean	5	4	3	2	1
☞ The biological sciences to understand its method of inquiry, central principles, and theories of the natural/biological world.	3.6	26%	28%	30%	10%	6%
☞ Ethnic studies to recognize multiple ethnic, racial, and cultural perspectives.	3.9	39%	32%	18%	6%	5%
☞ The fine arts to perform artistically or have the knowledge to understand the creations and evaluation of an art form.	3.4	25%	26%	25%	13%	11%
☞ Global cultures to understand the geographic, political, economic and/or socio-cultural issues outside the United States.	3.8	30%	38%	19%	8%	5%
☞ The humanities to identify values within cultures and examine major events in Western civilization.	3.9	37%	31%	18%	9%	5%
☞ The natural sciences to understand its method of inquiry, central principles, and theories of the physical world.	3.7	31%	30%	25%	10%	4%
☞ Quantitative literacy to perform quantitative operations and apply analytical concepts to models, problem-solving, decision-making, and other real-world problems.	3.9	33%	36%	19%	9%	3%
☞ The social sciences to think critically using their tools and methods to address social problems.	4.0	40%	31%	19%	6%	4%
☞ Sustainability perspectives to make informed and ethical judgments about the environment as responsible citizens.	4.0	36%	36%	21%	5%	2%
☞ Critical analysis skills.	4.2	50%	31%	14%	2%	3%
☞ Problem-solving skills.	4.3	53%	30%	12%	2%	3%
☞ Written communication skills.	4.3	55%	29%	11%	2%	2%
☞ Public speaking skills.	3.7	31%	31%	24%	7%	7%

Overall Perceptions of the UWGB Experience

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



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- ☞ 86 percent “agree” or “strongly agree” that they have learned to view **learning as a lifelong experience**.
- ☞ 82 percent would **recommend** UWGB to a coworker, friend, or family member.
- ☞ 77 percent “agree” or “strongly agree” that their experiences at UWGB encouraged them to **think creatively and innovatively**. The same amount feels that the faculty and staff of UWGB are **committed to gender equity**.

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.	424	4.3	48%	38%	11%	2%	1%
☞ I had frequent interactions with people from different countries or cultural backgrounds.	410	3.5	20%	34%	27%	15%	4%
☞ Students at UWGB are encouraged to become involved in community affairs.	405	3.7	23%	38%	28%	8%	3%
☞ My UWGB experiences and courses encouraged me to think creatively and innovatively.	427	4.0	36%	41%	17%	4%	2%
☞ UWGB’s problem-focused education gives its graduates an advantage when they seek employment or apply to graduate school.	406	3.7	25%	36%	29%	6%	4%
☞ UWGB provides a strong, problem-focused education.	422	4.0	31%	42%	21%	4%	2%
☞ Students at UWGB have many opportunities to apply their learning to real situations.	427	4.0	34%	40%	16%	6%	3%
☞ I would recommend UWGB to a coworker, friend, or family member.	426	4.2	46%	36%	11%	5%	2%
☞ There is a strong commitment to racial harmony on this campus.	381	3.9	32%	35%	26%	3%	3%
☞ The faculty and staff of UWGB are committed to gender equity.	394	4.1	39%	38%	20%	1%	2%
☞ UWGB shows concern for students as individuals.	418	4.0	36%	38%	18%	4%	3%
☞ The General Education requirements at UWGB were a valuable component of my education.	405	3.5	26%	29%	22%	13%	9%

Alumni Survey: 2022

In the Summer/Fall of 2022, we surveyed UWGB alumni who received bachelor's degrees in August 2018, December 2018, and May 2019. Of the 1160 alumni receiving bachelor's degrees in this period, six percent (75) of the alumni completed the survey. The overall completion rate was 75/1160, or 6 percent. Alumni were only given the option of completing the Alumni Survey online.

How well did their UW-Green Bay education help to develop their skills overall?

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

- 👉 Problem-solving skills (90%)
- 👉 Critical analysis skills (90%)
- 👉 Written communication skills (86%)
- 👉 Leadership and management skills (82%)
- 👉 Public speaking skills (79%)

Scale: Excellent = 5, Poor = 1 E = Excellent, G = Good, A = Average, F = Fair, P = Poor	Academic Preparation					
	Mean	E	G	A	F	P
👉 Ethnic studies to recognize multiple ethnic, racial, and cultural perspectives.	3.8	23%	43%	28%	4%	2%
👉 The biological sciences to understand its method of inquiry, central principles, and theories of the natural/biological world.	3.9	31%	34%	29%	2%	4%
👉 The fine arts to perform artistically or have the knowledge to understand the creations and evaluation of an art form.	3.4	19%	26%	39%	14%	2%
👉 Global cultures to understand the geographic, political, economic and/or socio-cultural issues outside the U.S.	3.6	17%	44%	26%	7%	6%
👉 The humanities to identify values within cultures and examine major events in Western civilization.	3.7	27%	33%	25%	10%	4%
👉 The natural sciences to understand its method of inquiry, central principles, and theories of the physical world.	3.9	22%	52%	22%	4%	0
👉 Quantitative literacy to perform quantitative operations and apply analytical concepts to models, problem-solving, decision-making, and other real-world problems.	3.9	36%	32%	26%	2%	4%
👉 The social sciences to think critically using their tools and methods to address social problems.	3.9	30%	45%	17%	4%	4%
👉 Sustainability perspectives to make informed and ethical judgments about the environment as responsible citizens.	4.0	37%	33%	22%	6%	2%
👉 Critical analysis skills.	4.2	40%	50%	6%	2%	2%
👉 Problem-solving skills.	4.3	44%	46%	6%	2%	2%
👉 Written communication skills.	4.2	39%	47%	12%	2%	0
👉 Public speaking skills.	4.0	30%	49%	15%	6%	0
👉 Leadership and management skills.	4.2	40%	42%	12%	6%	0

Overall Perceptions of the UWGB Experience



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

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

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.	74	4.4	47%	43%	10%	0	0
☞ I had frequent interactions with people from different countries or cultural backgrounds.	74	3.4	14%	39%	27%	16%	4%
☞ Students at UWGB are encouraged to become involved in community affairs.	70	3.8	23%	44%	21%	10%	1%
☞ My UWGB experiences and courses encouraged me to think creatively and innovatively.	74	4.2	34%	54%	11%	1%	0
☞ UWGB’s interdisciplinary, problem-focused education gives its graduates an advantage when they seek employment or apply to graduate school.	74	4.0	28%	50%	15%	7%	0
☞ UWGB provides a strong, interdisciplinary, problem-focused education.	74	4.1	35%	46%	15%	4%	0
☞ Students at UWGB have many opportunities to apply their learning to real situations.	74	3.9	27%	46%	18%	8%	1%
☞ I would recommend UWGB to a co-worker, friend, or family member.	73	4.3	55%	25%	18%	0	2%
☞ The General Education requirements at UWGB were a valuable component of my education.	70	3.4	29%	21%	16%	26%	8%
☞ UWGB cares about its alumni.	68	3.6	24%	29%	35%	7%	4%
☞ As a graduate, I feel connected to UWGB.	73	3.1	15%	27%	23%	25%	10%

How do alumni grade their majors?

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

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

Is more schooling in their future?

Sixty-five percent plan to pursue their education beyond a bachelor's degree. Of those planning to achieve more than a bachelor's degree, 33 percent had not yet applied, 26 percent were currently enrolled, and 33 percent had completed an advanced degree. Two percent applied but have not been accepted.

How is their career progressing?

Most alumni are employed:

- Employed, Full-time (80%) (= to last year)
- Employed, Part-time (4%)
- Seeking employment (1%)
- Not seeking employment (1%)
- Student (14%)

In a field related to their major:

- Very related (50%)
- Somewhat related (39%)
- Not at all related (11%)

Forty-three percent (↑ from 34%) are very satisfied and 40% are satisfied with their current job.



What are the minimum educational requirements for their current position?

- 15%: Graduate degree
- 57%: Bachelor's degree
- 15%: Associate degree or two years of college
- 0: Certificate program or one year of college
- 13%: High school diploma or less

What is their current income?

- 2%: Under \$20,000
- 0: \$20,000 to \$25,999
- 3%: \$26,000 to \$29,999
- 6%: \$30,000 to \$35,999
- 11%: \$36,000 to \$39,999
- 26%: \$40,000 to \$49,999
- 21%: \$50,000 to \$59,999
- 8%: \$60,000 to \$69,999
- 23%: \$70,000 and up

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

Seventy-two percent would return to UWGB and complete the same major if they started college over; **16 percent** would attend UWGB but choose another major. **Eleven percent** would complete the same major, but at a different university; **1 percent** would complete a different major at a different university.

Staying Connected

Since graduating, many alumni have visited UWGB, both in person and "virtually."

- 15% visited the Alumni Facebook page
- 0 read the *Inside Magazine*
- 48% read the Alumni Newsletter
- 0 stay connected via Twitter
- 4% stay connected via the UWGB LinkedIn Group