



Research Based Co

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University of Alaska High School Graduate Survey 2006

FINAL REPORT

***Prepared for:
University of Alaska***

Prepared by:



Juneau • Anchorage

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EXECUTIVE SUMMARY

This report presents results from a survey of Alaska high school graduates from the class of 2006. The telephone survey, conducted in May and June of 2006, included 301 graduates from urban school districts and 125 graduates from rural school districts. A similar survey was conducted of urban graduates in 1999; several questions were repeated from that survey.

Neither the urban nor the rural samples should be considered representative of graduates statewide. School districts were not selected randomly, but rather based on size, region, and willingness to provide graduate lists.

Following are key findings from the survey.

High school graduates surveyed gave generally high ratings to the quality of edrB

Location was the number one reason cited for choosing the University of Alaska – and the number one reason for deciding against the University.

The other most common reasons for choosing UA included cost, curriculum/programs, personal reasons, and received scholarship. Additional reasons for

Among UA-bound graduates, about one in seven said they were influenced by UA scholars.

UA-bound graduates were asked specifically whether they were influenced in their decision to attend UA by friends or family members who were designated as UA scholars. Among urban respondents, 12 percent said yes; among rural respondents, 19 percent said yes.

The University of Alaska appears to be doing a good job getting information out to high school graduates; only 4 percent of urban respondents, and no rural respondents, said they received no information about UA.

The number one source of information on UA among urban graduates was the Internet, mentioned by 36 percent. The number one source among rural graduates was the school counselor, mentioned by 46 percent.

Rural graduates were much less likely to mention University employees when compared to urban graduates (6 compared to 23 percent). They were much more likely to mention their school counselor (46 versus 23 percent).

**Where do you get information about the University of Alaska?
Top Five Responses**

Base: Those who plan to attend the University of Alaska or another college

	URBAN n=257	RURAL n=98
Internet	36%	41%
School counselor	23	46
Mailings/newsletters	21	20
University employees	23	6

INTRODUCTION AND METHODOLOGY

Introduction

The University of Alaska contracted with the McDowell Group, Inc. to conduct a survey of 2006 high school graduates in Alaska. The telephone survey included

OPINION OF THE UNIVERSITY OF ALASKA

Nine out of ten graduates surveyed rated the quality of education at the University of Alaska as good or very good. Less than 1 percent rated it poor or very poor.

Fairbanks graduates tended to rate the University of Alaska higher than Anchorage graduates (91 versus 80 percent good or very good).

Graduates planning to attend UA tended to rate the quality of education at UA higher than other respondents. Among UA-bound respondents, 41 percent rated the quality as very good, compared to 26 percent among graduates heading to other schools, and 31 percent of respondents not pursuing further education.

Compared to the 1999 survey, twice as many urban high school graduates rated the quality of education at the University as “very good” (33 versus 17 percent).

Based on what you’ve heard, would you describe the quality of education available at the University of Alaska as...



Among three statements describing the University, the most popular among surveyed graduates was “a very good school that provides a high-quality education.”

Slightly fewer respondents chose “an okay school but not as good as most schools down south.” Not one respondent chose “not a good school.”

Fairbanks graduates were more likely to choose the most positive statement (66 percent, versus 51 percent of Juneau and 50 percent of Anchorage students).

UA-bound graduates were more likely to agree with the most positive statement, with 65 percent agreeing, compared to 46 percent of graduates going to other colleges and 57 percent of graduates not pursuing further education.

Urban graduates in 2006 were much more likely than in 1999 to choose the more positive statement to describe the University (56 versus 38 percent).

Please tell me which of the following statements, in your opinion, best describes the University of Alaska.

TOTAL n=426	URBAN n=301	Anchorage n=100	Fairbanks n=101	Juneau n=100	RURAL n=125
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POST-GRADUATE PLANS

Nearly nine out of ten high school graduates surveyed say they are planning on attending college or vocational school this fall or within the next year.

Urban students are slightly more likely than rural students to be pursuing further education in the year after graduating (88 versus 80 percent).

Among those not pursuing further education, about half had considered attending the University of Alaska.

Are you planning on attending college or vocational school this fall or within the next year?

	TOTAL n=426	URBAN n=301	Anchorage n=100	Fairbanks n=101	Juneau n=100	RURAL n=125
Yes	86%	88%	92%	89%	84%	80%
No	10	8	7	7	9	15
Undecided	4	4	1	4	7	5

Did you consider attending the University of Alaska?

Base: Those who are not attending college or vocational school or are undecided

	TOTAL n=60	URBAN n=35	RURAL n=25
Yes	48%	51%	44%
No	48	43	56
Refused	3	6	-

Among graduates who are not pursuing further education, the most common reasons were “have a job,” “cost,” and “work first.”

Urban respondents were much more likely than rural respondents to cite having a job (26 versus 4 percent). Rural respondents were more likely to cite cost (24 versus 11 percent).

What is the main reason you are not seeking (undecided about) more education or training?

Base: Those who are not attending college or vocational school or are undecided

	TOTAL n=60	URBAN n=35	RURAL n=25
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Three-quarters of college-bound graduates surveyed had decided on a field of study. The most popular fields mentioned were medicine/health care, business/finance, and engineering.

The second table below shows fields mentioned by six or more respondents. A complete list can be found in the Appendix.

Have you decided on a field of study?

Base: Those who plan to attend the University of Alaska or another college

	TOTAL n=355	URBAN n=257	Anchorage n=85	Fairbanks n=88	Juneau n=84	RURAL n=98
Yes	75%	73%	74%	78%	67%	80%
No	24	26	25	20	32	19
Don't know	1	1	1	1	1	1

Which field of study? (Most popular)

Base: Decided on a field of study

	Number of Mentions (Out of 264)
Medicine/health care*	28
Business/finance	28
Engineering	20
Education	16
Nursing	16
Music/arts/theater	15
Biology	13
Computer technology	11
Automotive	10
Accounting	7
English	7
Culinary arts	6
Psychology	6

* Includes pre-med, medical, dentistry, neuroscience, physical therapy, and radiology.

Nearly half of college-bound graduates surveyed said they plan on making Alaska their home after college, while one-third don't know.

CHOOSING THE UNIVERSITY OF ALASKA

Just over half of college-bound graduates surveyed said they were planning on attending the University of Alaska.

College-bound graduates in Fairbanks were most likely to plan on attending the University of Alaska (66 percent). This compares to 49 percent in Juneau and 51 percent in Anchorage.

Among urban UA-bound graduates, the vast majority plan to attend the campus closest to their home – 89 percent in Anchorage plan to attend the Anchorage campus, 86 percent for Fairbanks, and 90 percent for Juneau.

The second table below compares 1999 survey results to 2006, showing the percentage of respondents in each community planning to attend the nearest campus. The percentage of respondents in Fairbanks planning to attend the

Location was by far the most important reason for attending the University, mentioned as the main reason by half of respondents. Cost was the number two reason, mentioned by 22 percent.

Respondents were also asked if there were any additional reasons for choosing UA. The second table below shows these responses combined with the responses to the first question. Location and cost are again the major reasons, followed by

One out of seven UA-bound graduates said they were influenced in their decision by friends or family members who were designated as UA Scholars.

Only 2 percent of respondents answered “don’t know” – implying a high level of awareness of the program.

In your decision to attend the University of Alaska, were you influenced by friends or family members who were designated as UA Scholars?

Base: Those who will be attending the University of Alaska

	TOTAL n=204	URBAN n=147	Anchorage n=47	Fairbanks n=59	Juneau n=41	RURAL n=57
Yes	14%	12%	11%	10%	15%	19%
No	83	88	89	88	85	70
Don't know	2	1	-	2	-	7
Refused	1	-	-	-	-	4

One out of ten UA-bound graduates said their family used the UA College Savings Plan. One out of five graduates were not sure.

Rural respondents were more likely to say that their family used the UA College Savings Plan (14 versus 8 percent).

Did your family use the UA College Savings Plan?

Base: Those who will be attending the University of Alaska

	TOTAL n=204	URBAN n=147	Anchorage n=47	Fairbanks n=59	Juneau n=41	RURAL n=57
Yes	10%	8%	6%	8%	10%	14%
No	70	71	79	69	63	67
Don't know	19	20	15	20	27	16
Refused	1	1	-	2	-	4

STAYING AT THE UNIVERSITY OF ALASKA

Two-thirds of UA-bound graduates surveyed said they planned on earning a degree from the University.

One out of eight UA-bound graduates (13 percent) are not sure if they will earn a degree from UA.

Juneau graduates were less likely to plan on earning a degree from UA (44 percent said no, compared to 22 percent for Fairbanks and 13 percent for Anchorage).

Among those not planning on earning a degree, 82 percent plan on transferring. Sub-group samples for this question are too small for analysis.

A similar question was asked in 1999 (see second table, below). Because the question was changed for clarification, a direct comparison is not possible. However, it does appear that students have become more likely to plan on earning a degree from UA. In 1999, 36 percent said they plan on earning a degree at UA, in addition to the 4 percent who plan on transferring to another UA campus. This compares to 59 percent in 2006 who said they plan on earning a degree from UA.

Do you plan on earning a degree from the University of Alaska?

Base: Those who will be attending the University of Alaska



The most common reason for not attending the University of Alaska was location, mentioned by 43 percent of respondents.

THE COLLEGE SELECTION PROCESS

About half of college-bound graduates surveyed said they had help in deciding which university to attend. Respondents most commonly named their parents as those who helped in their decision.

Rural students were more likely to say they had help in deciding which university to attend (54 versus 45 percent of urban respondents).

UA-bound respondents were less likely to have had help in deciding – 37 percent, compared to 62 percent of respondents heading elsewhere for college.

Parents were by far the most commonly-mentioned “helpers,” followed by school counselors, friends/peers, and other relatives.

The biggest difference between the urban and rural sampl052(r)-18(b)6.20pe-bpeuf an9.2(e)ri

**Did you have help in deciding which university to attend?
Urban Respondents, 1999 versus 2006**

	1999 Urban Only	2006 Urban Only
Had help in deciding which university to attend	48%	45%
<i>Who helped you decide? (Top 5)</i>		
Parents	72	66
School counselors	25	21
Teachers	9	9
Friends	9	20
Other relatives	9	11

Over half of college-bound graduates said their financial aid package was either very important or important in deciding where to attend college.

One out of five respondents said their financial aid package was unimportant. A similar number did not receive a financial aid package.

Juneau graduates were the most likely to say their financial aid package was not important or not at all important (35 percent).

How important was your financial aid package in deciding where to attend college?

Base: Those who plan to attend the University of Alaska or another college

	TOTAL n=355	URBAN n=257	Anchorage n=85	Fairbanks n=88	Juneau n=84	RURAL n=98
Very important	27%	28%	33%	28%	21%	24%
Important	27	23	24	24	23	37
Not important	18	23	18	19	31	5
Not at all important	4	4	4	3	4	6
Did not receive financial aid	21	20	19	24	17	22
Don't know	4	3	4	1	5	5

UNIVERSITY OF ALASKA OUTREACH

The Internet was the number one source for information on University of Alaska among college-bound graduates.

Rural students were much more likely to mention their school counselor when compared to urban students (46 versus 23 percent). They were much less likely to mention University employees (6 versus 23 percent) and University students (4 versus 17 percent).

Anchorage students were more likely than other students to mention their school counselor (32 percent). Juneau students were less likely to mention the Internet (26 percent).

Only 3 percent of college-bound respondents said they did not get information about the University of Alaska.

Where do you get information about the University of Alaska?

Base: Those who plan to attend the University of Alaska or another college

	TOTAL n=355	URBAN n=257	Anchorage n=85	Fairbanks n=88	Juneau n=84	RURAL n=98
Internet	37%	36%	40%	41%	26%	41%
School counselor	30	23	32	20	18	46
Mailings/newsletters	21	21	14	28	21	20
University employees	19	23	21	24	25	6
Word of mouth	14	15	13	16	17	11
University students	13	17	14	14	23	4
College fair	5	6	4	5	11	1

Four out of ten college-bound graduates surveyed said they requested information from the University of Alaska.

Although UA-bound respondents were more likely to have requested information from UA (46 percent), a significant portion of respondents heading to other colleges requested information from UA (32 percent).

Among respondents who had requested information, 85 percent felt they received enough information.

Did you request information from the University of Alaska?

Base: Those who plan to attend the University of Alaska or another college

	TOTAL n=355	URBAN n=257	Anchorage n=85	Fairbanks n=88	Juneau n=84	RURAL n=98
Yes	40%	41%	44%	40%	39%	38%
No	59	58	56	57	61	62
Don't Know	1	1	-	3	-	-

Do you feel you received enough information about the University of Alaska?

Base: Those who requested information from the University of Alaska

SAMPLE DISTRIBUTION

Sample Distribution by School District

	Number Surveyed
Urban	
Anchorage	100
Fairbanks	101
Juneau	100
Kodiak	26
North Slope	22
Bering Strait	16
Northwest Arctic	13
Lower Yukon	13
Valdez	8
Petersburg	6

University of Nebraska Lincoln
University of Nebraska Lincoln
University of Oregon
UTI Sacramento
Western Washington
William Woods Missouri
Williams College
Yale

Juneau

AVTEC in Seward
Brigham Young
Brigham Young
Brown
Calvary Chapel Bible School
Central Washington
Central Washington
Central Washington
Cordon Blue of San Francisco
Eastern Washington
Fort Lewis
Gene Juarez
Haskell Indian Nations University
IBEW Trade School
Johnson Wales University
Lewis and Clark
Montana Tech.
Northern Arizona University
Orange Coast College
Pacific University of Oregon
Penn State
Pima Community College Arizona
Pt. Loma Nazarene University
Sonoma University
Tufts University
Universal Technical Institute
University of Idaho
University of Idaho
University of Idaho
University of Idaho
University of Montana
University of Oregon
University of Oregon
UTI Phoenix
Vassar
Washington State Pullman
Whatcom Community College Washington
Xavier of Ohio

Fairbanks

Adam State Colorado
AVTEC in Seward
Boise State
Brigham Young University
Brigham Young University
College of the Ozarks
Dartmouth
Kansas State
Letourneau University

Lewis and Clark
Montana State
Montana State
Northern Arizona
Northern Colorado University
Northern Michigan University
Nursing
Portland State
Santa Barbara
Seattle Film Institute
U.S. Naval Academy
University of Nevada
University of Oregon
University of San Diego
University of West Florida
Valley City State North Dakota
Washington State
West Hills Community College California
Willamette

Rural

ATS - Accounting in Kotzebue
AVTEC in Seward
AVTEC in Seward
AVTEC in Seward
AVTEC in Seward
AVTEC in Seward
AVTEC in Seward
Azvza Pacific California
Boise State Unviersity
BYU - Provo
Central Washington
Chapman
Dartmouth
Devry
Eastern Arizona College
Humbolt State University
Interior Design School of Oxford, England
Job Corps Palmer
Job Corps Palmer
Job Corps Seward
Kodiak Community College
Kodiak Community College
Le Cordon Blu Florida
Montana State
Northwest University Washington State
Southern Oregon
Truckee Meadows Community College
Nevada
University of Las Vegas Nevada
University of North Dakota
Washington and Lee University Virginia
Washington State Pullman
Western Oregon University
Western Washington
Winfield College

Which field of study?

Anchorage

Architecture

Art

Automotive

Nursing
Physical Education
Political Science
Psychology
Psychology
Psychology
Radiology/Physical Therapy
Social Studies
Teaching/nursing
Theater
Visual Communications
Web Development
Welding
Welding Program
Juneau
Accounting
Accounting
Accounting
Art
Auto Mechanic
Auto Tech.
Auto/Diesel
Automotive Diesel Mechanic
Beautician
Biological Sciences
Biology
Biology
Business
Business Administration
Business Management
Civil Engineering
Computer Science
Culinary
Culinary Arts
Dentistry
Early Childhood Education
Early Childhood Education
Electrician
Electrician
Elementary Education
English
English Teacher
English/Photography
Equine Science
Forensic Science
Health Science
History
International Affairs
Journalism
Liberal Arts
Medical
Medical
Medical Tech.
Medicine
Molecular Biology & Bio-Chemistry
Music
Music Education

Music Performance
Nursing
Nursing
Nursing
Psychology
Radiology
Radiology

Film Production
Film Studies
Fire Science
Health and Safety of Environmental Awareness
Human Services
Industrial Electricity
International Business and Public Relations
Journalism
Mathematics
Mechanical Engineering
Medical
Music
Neuroscience
Nursing
Nursing
Nursing
Physical Education
Physical Therapy
Physics
Physiology
Pre-Med
Pre-Med
Pre-Med
Psychology
Psychology
Radiology
Radiology Tech.
Sport Science
Teacher
Rural
Accounting
Accounting
Accounting, Business Management
Accounting, Business Management and Computer
Field
Air Frame and Power Plant
Art
Automotive Tech
Biology
Business
Business
Business
Business
Business
Business Admin - Finance
Business Administration
Business Administration and Management
Business Administration or Pre-Law
Business and Finance
Business Law or Mangement
Business Management
Carpentry, Electrician
Carpentry, Heavy Equipment
Certification in Welding
Certified NA
Child Development
Commercial Aviation

Computer Information Programming
Computer Network Management
Computer Sciences
Computer Technology
Criminal Justice
Criminal Justice
Culinary Arts
Culinary Arts
Culinary Arts
Culinary Arts
Education Teacher
Electrical and Mechanical Engineering
Elementary Education
Engineering
Engineering
Engineering
Engineering or Optometry
Fashion Design
Film Making
Firefighting or Electrical Power Generation
Heavy Equipment Mechanic
History
Mechanical engineering
Medical Pediatrics
Medicine
Music Management
Nursing
Nursing
Nursing
Nursing
Nursing
Nutritionist
Optometry
Political Science
Political Science
Prematernal Nursing
Pre-Med
Pre-Med
Social Work
Teaching
Teaching, Business
Theater
Youth Ministry

What was the main reason you decided to attend the University of Alaska?

Anchorage

To further my education
My family moved here
I love Alaska
It was more simple

Juneau

Edg

(See attached)

2006 University of Alaska High School Graduate Survey FINAL3

PHONE # _____

Survey # _____

Interviewer Name _____

DATE _____

Hello, this is _____ calling from the McDowell Group in Juneau. We're gathering opinions from Alaska's 2006 high school graduates. I'd like to ask you a few questions...

1. First, are you planning on attending college or vocational school this fall or within the next year?

- | | |
|--------------------|--------------|
| 1 Yes (SKIP TO Q4) | 3 Undecided |
| 2 No | 4 Refu Other |

- | | | |
|---------------------|---------------|------------|
| 05 Personal reasons | 10 Don't know | 11 Refused |
|---------------------|---------------|------------|

3. Did you consider attending the University of Alaska?

- 1 Yes 2 No 3 Refused

SKIP TO Q17

4. Will you be attending the University of Alaska?

- 1 Yes **4a. Which campus?** 1 Fairbanks 2 Anchorage 3 Juneau 4 Other _____
- 2 No **4b. Can you tell me which school you'll be attending?** _____ 1 Don't know
(SKIP TO Q9)
- 3 Don't know **(SKIP TO Q17)**
- 4 Refused **(SKIP TO Q17)**

ATTENDING UNIVERSITY OF ALASKA

5. What was the main reason you decided to attend the University of Alaska?

DO NOT PROMPT, choose only one

- | | | |
|--------------------------------------|-------------------------------------|---------------|
| 01 Location | 08 Received scholarship | 14 Don't know |
| 02 Cost | 09 Received UA Scholars Award | 15 Refused |
| 03 Curriculum/programs | 10 ACT/College savings plan account | |
| 04 Good school/good reputation | 11 Tuition waiver | |
| 05 Extracurricular opportunities | 12 Personal reasons | |
| 06 No general admission requirements | 13 Other _____ | |
| 07 Parents wanted me to attend | | |

5a. Were there any other reasons you decided to attend the University of Alaska?

DO NOT PROMPT, multiple responses allowed

- | | | |
|--------------------------------------|-------------------------------------|---------------|
| 01 Location | 08 Received scholarship | 15 Don't know |
| 02 Cost | 09 Received UA Scholars Award | 16 Refused |
| 03 Curriculum/programs | 10 ACT/College savings plan account | |
| 04 Good school/good reputation | 11 Tuition waiver | |
| 05 Extracurricular opportunities | 12 Personal reasons | |
| 06 No general admission requirements | 13 None | |
| 07 Parents wanted me to attend | 14 Other _____ | |

6.

ATTENDING ANOTHER COLLEGE

1 Yes 2 No 3 Don't know 4 Refused

- _____
- | | | | |
|----|--|----|--|
| 01 | Location/outside Alaska | 08 | Sports/activities not available at UA |
| 02 | Program not available at UA | 09 | Better sports/activities available elsewhere |
| 03 | Better program elsewhere | 10 | Personal reasons |
| 04 | Parents wanted me to attend another school | 11 | Other _____ |
| 05 | Received scholarship | 12 | Don't know |
| 06 | Reputation of school (UA) | 13 | Refused |
| 07 | Quality of school (UA) | | |

- _____
- | | | | |
|----|--|----|--|
| 01 | Location/outside Alaska | 08 | Sports/activities not available at UA |
| 02 | Program not available at UA | 09 | Better sports/activities available elsewhere |
| 03 | Better program elsewhere | 10 | Personal reasons |
| 04 | Parents wanted me to attend another school | 11 | |
| 05 | Received scholarship | 12 | Other _____ |
| 06 | Reputation of school (UA) | 13 | Don't know |
| 07 | Quality of school (UA) | 14 | Refused |

ATTENDING UNIVERSITY OF ALASKA OR ANOTHER COLLEGE

17. Based on what you've heard, would you describe the quality of education available at the University of Alaska as... Read 1-5

- | | | | | | |
|---|-----------------------|---|-----------|---|------------|
| 1 | Very good | 4 | Poor | 6 | Don't know |
| 2 | Good | 5 | Very poor | 7 | Refused |
| 3 | Neither good nor poor | | | | |

18. Please tell me which of the following statements, in your opinion, best describes the University of Alaska... Read 1-3

1