

University of Alaska High School Graduate Survey 2006

FINAL REPORT

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



Research-Based Consulting

Juneau
Anchorage
Kodiak

September 2006

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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.

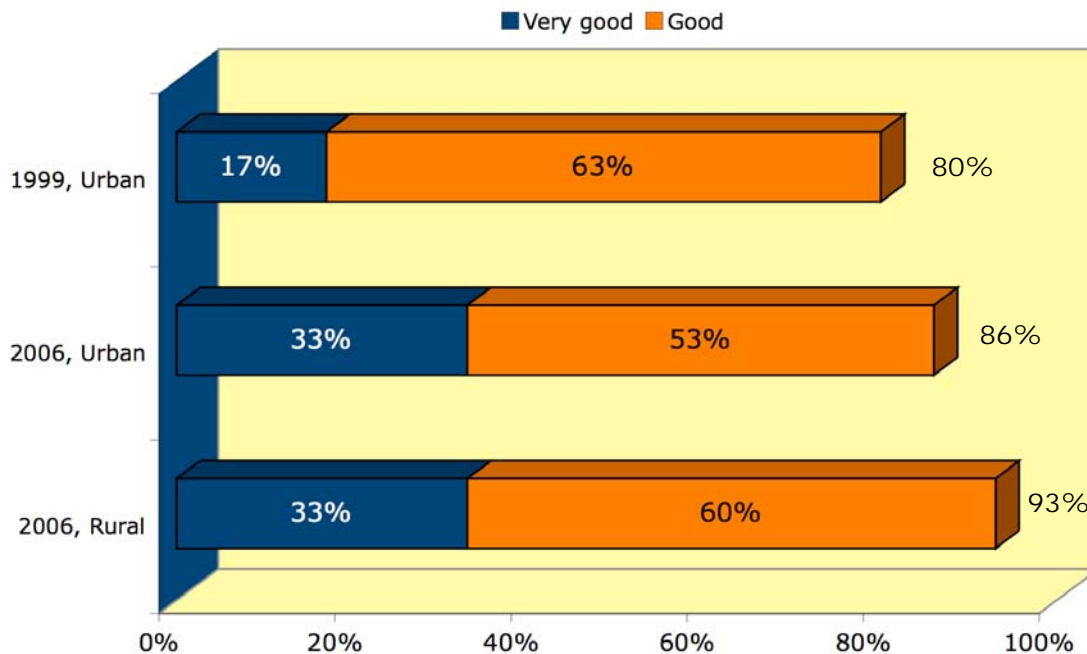
Neither the urban nor the rural samples should be considered representative of graduates statewide. School districts were not selected randomly, but rather based on size, region, and willingness to provide graduate lists.

Following are key findings from the survey.

High school graduates surveyed gave generally high ratings to the quality of education at the University of Alaska. Among urban graduates, the perception of quality improved significantly since the 1999 survey.

- Nine out of ten graduates surveyed rated the quality of education at UA as either good or very good. Less than 1 percent rated it poor or very poor.
- Compared to 1999, nearly twice as many urban graduates in 2006 rated the quality of education at UA 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 very good, good, neither good nor poor, poor, or very poor?



- An improvement in perception was also evident in the question which asked respondents to choose from among three statements describing the University of Alaska:
 - A very good school that provides a high-quality education
 - An okay school but not as good as most schools "down south"
 - Not a good school

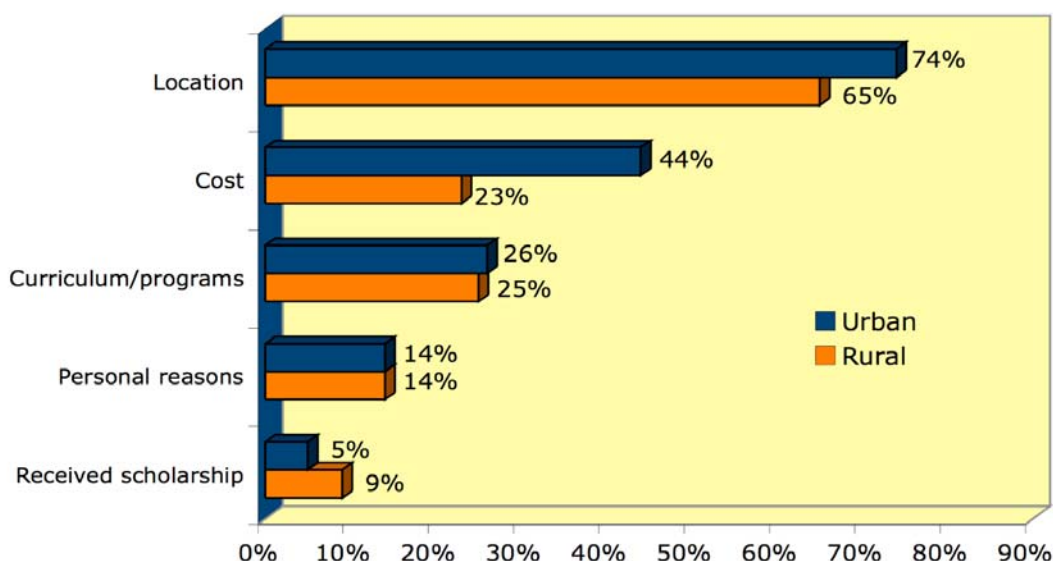
Between 1999 and 2006, the percentage of urban respondents selecting the most positive statement increased from 38 to 56 percent.

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 deciding against UA included program was not available, personal reasons, better program elsewhere, and/or they received a scholarship.
- Among UA-bound respondents, urban graduates were more likely than rural graduates to mention cost as a reason for choosing UA (44 versus 23 percent).
- Among graduates bound for schools other than UA, location was mentioned more often by urban graduates than by rural graduates (66 versus 44 percent).

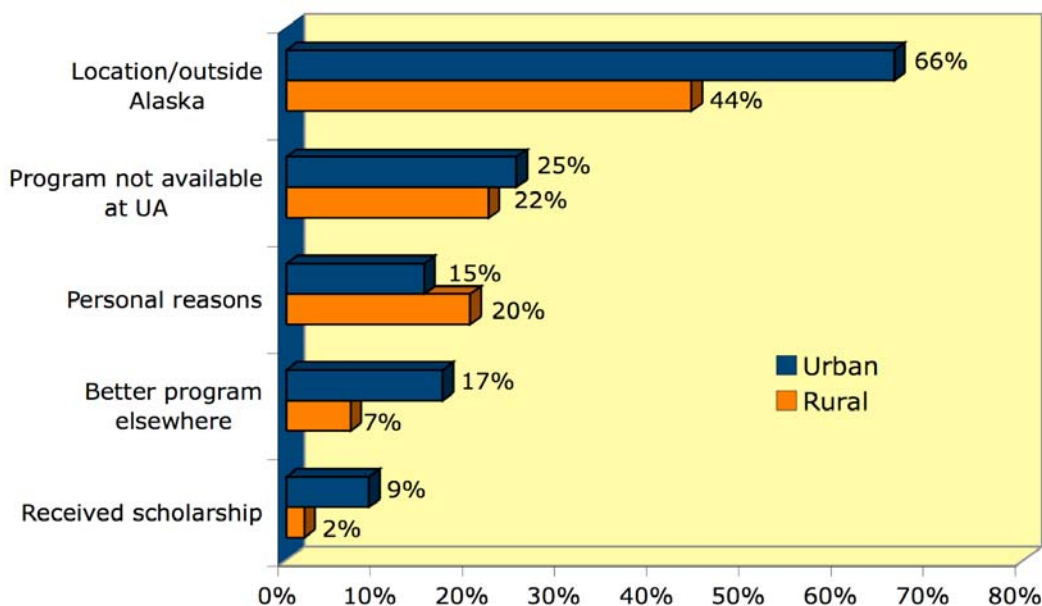
**Top five reasons for deciding to attend the University of Alaska
COMBINED Main Reason and Other Reasons**

Base: Those who will be attending the University of Alaska



**Top five reasons for deciding against attending the University of Alaska
COMBINED Main Reason and Other Reasons**

Base: Those who plan to attend another college



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
Word of mouth	15	11
None; do not get information	4	-

Note: Multiple responses allowed.

- In a different series of questions, respondents were asked whether they had requested information from UA. Among those who had, 86 percent of urban and 81 percent of rural graduates felt they received enough information.

Rural respondents were more likely to plan on making Alaska their home after completing college.

- Respondents were asked, "Do you plan on making Alaska your home after completing college?" In response, 40 percent of urban graduates said yes, 29 percent said no, and 35 percent didn't know.
- This compares to 62 percent of rural respondents who said yes, 13 percent who said no, and 24 percent who didn't know.

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 questions on respondents' post-graduate plans, whether they considered the University of Alaska, reasons why or why not, and their opinions of the University, among other subjects. The survey included both an urban sample (Anchorage, Fairbanks, and Juneau) and a rural sample.

The McDowell Group conducted a similar survey of urban high school graduates in 1999. This report includes comparisons between the two surveys, where possible.

Methodology

The survey instrument was designed by the McDowell Group study team with input from University of Alaska staff. The sample included 426 high school graduates chosen randomly from graduate lists provided by school districts. They were contacted by telephone in May and June of 2006. The urban sample of 301 was distributed evenly among Anchorage, Fairbanks, and Juneau students. The rural sample of 125 was selected from lists provided by the following school districts: Bering Strait, Delta/Greely, Galena, Haines, Kodiak Island, Lower Yukon, North Slope, Northwest Arctic, Petersburg, Valdez, and Wrangell.

Because of the difficulty in obtaining graduate lists from school districts, as well as the difficulty of tracking down respondents in their homes, the survey was limited to three urban districts and 11 rural districts. (More districts were contacted, but declined to participate.)

Readers are cautioned that neither the urban nor the rural samples should be considered representative of graduates statewide. Although the sample of respondents within each school district was selected randomly, the samples were not weighted against each other to reflect the total number of graduates in each district, nor were all school districts included in the samples. The data generated by this report is intended to reflect local-level information for the three urban samples, and give a general sense of rural graduates' attitudes. Each of the urban samples (Anchorage, Fairbanks, and Juneau) have a maximum margin of error of ± 10 percent. Sample sizes by school district can be found on page 20.

A copy of the survey instrument can be found at the end of the report.

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...

	TOTAL n=426	URBAN n=301	Anchorage n=100	Fairbanks n=101	Juneau n=100	RURAL n=125
Very good	33%	33%	27%	39%	34%	33%
Good	55	53	53	52	55	60
Neither good nor poor	6	8	16	4	3	2
Poor	<1	-	-	-	-	1
Very poor	-	-	-	-	-	-
Don’t know	5	5	3	5	8	4
Refused	<1	<1	1	-	-	-

**Based on what you’ve heard, would you describe the quality of education available at the University of Alaska as...
Urban Respondents, 1999 versus 2006**

	1999 Urban Only	2006 Urban Only
Very good	17%	33%
Good	63	53
Neither good nor poor	14	8
Poor	2	-
Very poor	-	-
Don’t know	4	5
Refused	-	<1

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
A very good school that provides a high-quality education	57%	56%	50%	66%	51%	60%
An okay school but not as good as most schools “down south”	38	39	48	29	40	36
Not a good school	-	-	-	-	-	-
Don’t know	4	5	1	5	9	3
Refused	<1	<1	1	-	-	-

**Please tell me which of the following statements, in your opinion, best describes the University of Alaska.
Urban Respondents, 1999 versus 2006**

	1999 Urban Only	2006 Urban Only
A very good school that provides a high-quality education	38%	56%
An okay school but not as good as most schools “down south”	58	39
Not a good school	1	-
Don’t know	2	5
Refused	1	<1

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
Have a job	17%	26%	4%
Cost	17	11	24
Work first	17	14	20
Personal reasons	12	14	8
Military first	10	6	16
Don't like school	3	6	-
Other*	17	17	16
Don't know	7	3	12
Refused	2	3	-

* Please see the Appendix for a full list of other responses.

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.

- Rural graduates were much more likely say they would make Alaska their home (62 percent, compared to 40 percent of urban graduates).
- Anchorage respondents were the most likely to say they would make Alaska their home (47 percent, compared to 40 percent of Fairbanks graduates and 32 percent of Juneau graduates).
- Among college-bound graduates, those planning on attending UA were more likely to say they would stay in Alaska compared to those attending other colleges (56 versus 32 percent).

Do you plan on making Alaska your home after completing 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
Yes	46%	40%	47%	40%	32%	62%
No	19	21	28	19	14	13
Don't know	35	39	24	41	54	24
Refused	<1	<1	1	-	-	-

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 Fairbanks campus, for example, rose from 76 percent in 1999 to 86 percent in 2006.

Will you be attending the University of Alaska?

Base: Those who are attending college or vocational school

	TOTAL n=366	URBAN n=266	Anchorage n=92	Fairbanks n=90	Juneau n=84	RURAL n=100
Yes	56%	55%	51%	66%	49%	57%
No	41	41	41	32	51	41
Don't know	3	3	8	2	-	2

Which campus?

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
Fairbanks	37%	37%	4%	86%	2%	39%
Anchorage	36	33	89	7	5	44
Juneau	19	26	-	2	90	2
Other*	7	3	4	3	2	16
No answer	1	1	2	2	-	-

* Please see the Appendix for a full list of other responses.

Percentage of each community's UA-bound graduates who will be attending the UA campus in their own community Urban Respondents, 1999 versus 2006

	1999 Urban Only	2006 Urban Only
Anchorage	84%	89%
Fairbanks	76	86
Juneau	80	90

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 curriculum, mentioned by one-quarter of respondents. The second table shows more disparity between urban and rural respondents in terms of cost (44 versus 23 percent). It also shows that Fairbanks graduates more likely to mention curriculum/programs as a factor (36 percent).

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

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
Location	50%	53%	57%	47%	56%	44%
Cost	22	22	17	27	20	23
Curriculum/programs	9	9	6	12	7	9
Received scholarship	4	4	4	3	5	4
Personal reasons	4	3	2	-	7	7
Tuition waiver	2	3	2	5	-	-
Good school/good reputation	1	1	-	2	-	4
Received UA Scholars award	1	2	4	-	2	-
Parents wanted me to attend	<1	1	2	-	-	-
Other*	2	2	4	-	2	2
Don't know	2	1	-	3	-	5
Refused	1	-	-	-	-	4

* Please see the Appendix for a full list of other responses.

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

COMBINED Main Reason and Other Reasons

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
Location	72%	74%	79%	69%	76%	65%
Cost	38	44	40	47	44	23
Curriculum/programs	25	26	21	36	17	25
Personal reasons	14	14	9	8	29	14
Received scholarship	6	5	4	5	5	9
Good school/good reputation	4	3	2	7	-	7
Tuition waiver	4	4	2	7	2	4
Received UA Scholars award	3	3	4	2	5	4
Parents wanted me to attend	1	2	6	-	-	-
Extracurricular opportunities	<1	1	-	2	-	-
ACT/College savings plan account	<1	-	-	-	-	2
Other	3	4	9	-	5	2

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

	TOTAL n=204	URBAN n=147	Anchorage n=47	Fairbanks n=59	Juneau n=41	RURAL n=57
Yes	64%	59%	68%	63%	44%	75%
No	22	25	13	22	44	14
Don't know	13	16	19	15	12	7
Refused	1	-	-	-	-	4

1999 Survey Results:

Do you plan on earning a degree from the University of Alaska or do you plan to transfer to another school?

Base: Those who will be attending the University of Alaska

	1999 Urban Only
Plan on transferring	45%
Plan on earning a degree at UA	36
Plan on transferring to another UA campus	4
Not working towards a degree	1
Don't know	15

CHOOSING A DIFFERENT SCHOOL

College-bound graduates not going to UA mentioned a wide variety of other schools, most commonly AVTEC (Seward), University of Idaho, and DeVry University.

- The table below shows institutions mentioned by three or more respondents. A complete list of colleges can be found in the Appendix.
- Among graduates bound for schools other than the University of Alaska, half said they had considered UA before deciding on another school. Among urban students, this percentage is similar to results from the 1999 survey (see third table, below).

What school will you be attending? (Most popular)

Base: Those who plan to attend another college

	Number of Mentions (Out of 151)
AVTEC in Seward	9
University of Idaho	7
DeVry University	5
Brigham Young University	4
Central Washington University	4
University of Oregon	4
Montana State University	3
Northern Arizona University	3
Washington State University	3

Did you consider the University of Alaska before deciding on another school?

Base: Those who plan to attend another college

	TOTAL n=151	URBAN n=110	Anchorage n=38	Fairbanks n=29	Juneau n=43	RURAL n=41
Yes	49%	49%	50%	52%	47%	49%
No	50	50	50	45	53	51
Don't know	1	1	-	3	-	-

1999 Survey Results:

Did you consider the University of Alaska before deciding on another university?

Base: Those who plan to attend another college

	Total	Anchorage	Fairbanks	Juneau
Yes	45%	44%	50%	43%
No	55	56	49	57

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

- One out of five graduates said their main reason for deciding against UA was that the program they wanted was not available there.
- Juneau graduates were more likely than other respondents to cite location (56 percent).
- Respondents were asked if there were any additional reasons for deciding against UA. The second table below shows these responses combined with the responses to the first question. Location was mentioned by six out of ten respondents as either primary or secondary reason for deciding against UA. It was more commonly mentioned by urban graduates (66 versus 44 percent).

What is the main reason you decided against attending the University of Alaska?

Base: Those who plan to attend another college

	TOTAL n=151	URBAN n=110	Anchorage n=38	Fairbanks n=29	Juneau n=43	RURAL n=41
Location/outside Alaska	43%	44%	29%	45%	56%	41%
Program not available at UA	19	20	29	17	14	15
Personal reasons	8	5	8	3	2	17
Better program elsewhere	7	8	5	7	12	5
Sports/activities not available at UA	5	6	-	14	7	-
Received scholarship	4	5	8	-	5	2
Parents wanted me to attend another school	3	3	5	-	2	5
Better sports/activities available elsewhere	1	1	-	3	-	-
Other*	7	7	13	10	-	7
Don't know	3	2	3	-	2	7

* Please see the Appendix for a full list of other responses.

Were there any other reasons you decided against attending the University of Alaska?

COMBINED Main Reason and Other Reasons

Base: Those who plan to attend another college

	TOTAL n=151	URBAN n=110	Anchorage n=38	Fairbanks n=29	Juneau n=43	RURAL n=41
Locations/outside Alaska	60%	66%	58%	62%	77%	44%
Program not available at UA	24	25	37	17	19	22
Personal reasons	17	15	11	10	23	20
Better program elsewhere	15	17	21	14	16	7
Received scholarship	7	9	11	3	12	2
Sports/activities not available at UA	6	8	-	17	9	-
Parents wanted me to attend another school	5	4	8	-	2	10
Quality of school	2	3	3	-	5	-
Reputation of school	1	2	3	-	2	-
Better sports/activities available elsewhere	1	2	-	3	2	-
Other	12	11	18	17	-	15

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 samples was in friends/peers (9 percent of rural students versus 20 percent of urban students). Rural respondents were also less likely to mention parents (58 versus 66 percent), but more likely to mention teachers (13 versus 7 percent).
- Compared to 1999 results, respondents were equally likely to seek outside help (45 percent in 2006, versus 48 percent in 1999; see table next page). Of those who had help, the sources cited were also similar between the two survey years, although the percentage of respondents who mentioned friends rose from 9 percent in 1999 to 20 percent in 2006.

Did you have help in deciding which university to attend?

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	48%	45%	52%	41%	43%	54%
No	52	54	48	58	57	46
Don't know	<1	<1	-	1	-	-

Who helped you decide?

Base: Those who had help with deciding which college or university to attend

	TOTAL n=169	URBAN n=116	Anchorage n=44	Fairbanks n=36	Juneau n=36	RURAL n=53
Parents	63%	66%	68%	67%	61%	58%
School counselor	22	21	25	17	19	26
Friends/peers	17	20	16	25	19	9
Other relatives	11	9	7	11	11	15
Teachers	9	7	7	6	8	13
College recruiter	7	9	2	6	22	2
Adult friends	3	3	2	3	6	2
Other*	3	3	7	-	3	2
Don't know	1	-	-	-	-	2

* Please see the Appendix for a full list of other responses.

**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
Campus visit	2	3	1	2	5	1
Was/is UA student/employee	2	2	1	1	4	2
Television	1	1	-	-	2	-
Class schedule	<1	<1	1	-	-	-
Other*	4	4	9	1	1	4
None; do not get information	3	4	4	2	5	-
Don't know	1	1	-	-	2	1
Refused	<1	<1	-	1	-	-

* Please see the Appendix for a full list of other responses.

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

	TOTAL n=142	URBAN n=105	Anchorage n=37	Fairbanks n=35	Juneau n=33	RURAL n=37
Yes	85%	86%	81%	94%	82%	81%
No	14	14	19	6	18	14
Don't know	1	-	-	-	-	5

Half of survey respondents had family members who had attended the University of Alaska.

- The number was much higher among Fairbanks graduates (70 percent), and lower among Anchorage graduates (44 percent).
- Urban students were more likely to have had family members who had attended UA (55 versus 41 percent of rural respondents).
- Among college-bound respondents, those planning on attending UA were more likely to have had family members attend UA (57 percent, compared to 43 percent of respondents attending other schools).

Has anyone in your family ever attended the University of Alaska?

	TOTAL n=426	URBAN n=301	Anchorage n=100	Fairbanks n=101	Juneau n=100	RURAL n=125
Yes	51%	55%	44%	70%	52%	41%
No	46	42	54	29	44	57
Don't know	2	2	1	1	4	2
Refused	<1	<1	1	-	-	-

SAMPLE DISTRIBUTION

The table below shows how the sample breaks out among school districts.

Some of the rural samples included surveys of students in multiple communities. For instance, the Bering Strait sample included students residing in Gambell, Koyuk, Noatak, Savoonga, Scammon Bay, St. Michael, Unalakleet, and White Mountain.

Sample Distribution by School District

	Number Surveyed
Urban	301
Anchorage	100
Fairbanks	101
Juneau	100
Rural	125
Kodiak	26
North Slope	22
Bering Strait	16
Northwest Arctic	13
Lower Yukon	13
Valdez	8
Petersburg	6
Delta Greely	5
Haines	5
IDEA (correspondence)	4
Wrangell	2
Other	5
TOTAL	426

Following are “other” responses recorded on the survey.

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

Anchorage

Martial Arts

Fairbanks

I haven't decided yet what to do with my life

I don't know what to do yet

Year off

Joining a dance company

Rural

Has a 6 month-old child

Labor union school for apprenticeship

Taking a year off.

Taking a year off.

What school will you be attending?

Anchorage

AVTEC in Seward

Boston University

Brooks Institute Santa Barbara

Cal Poly

Carleton University Ottawa California

Clemson University

Coe College

Colorado School of Mines

Devry

Devry

Devry

Devry

Going on exchange to Brazil

Going on exchange to Chile

Going on exchange to Norway

IBEW Electrician School

Illinois Institute of Technology

In Arizona

Jackson University Florida

New Mexico Military Institute

Norman Votech

Northern Arizona University

Santa Monica

Seattle University

Seattle University

St. Johns University Minnesota

Stanford University

Universal Technical Institute

University of Hawaii Manoa

University of Idaho

University of Idaho

University of Idaho

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 Univiersity
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
Automotive Tech.
Aviation
Aviation/Aircraft Mechanics
Biology
Business
Business
Business
Business and Finance
Business Management
Business Program
Chemistry
Child Development
Computer Information Systems
Computer Information Systems
Computer Science
Computer Science
Criminal Justice
Dental Hygiene
Dental Hygiene
Diesel/Auto Tech
Early Childhood Education
Economics
Economics, Biomedical Engineering
Education
Electrical Engineer
Electrician
Engineer
Engineering
Engineering
Engineering
Engineering
English
English Education
Environmental Science
Equestrian Riding
Fine Arts
History
International Relations
International Relations
Law
Marine Biology
Mechanical Engineering
Mechanical Engineering
Medicine
Medicine
Military History
Music/visual arts
Nursing
Nursing
Nursing
Nursing

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
Religion
Science
Secondary Education
Theater Arts
Theater Arts
Theater Arts
Theology
Veterinarian
Virtual Technology

Fairbanks

Art
Art
Athletic Training
Auto Mechanic
Bio-Chemistry
Biological Sciences
Biological Sciences w/focus on Marine Science
Biology
Biology
Biology
Biology or Bio-Chemistry
Business
Business
Business
Business
Business Administration
Business Administration
Business Management
Chemical Engineering
Civil Engineering
Civil Engineering
Computer Engineering
Computer Science
Computers Web Graphics & Design
Construction Management
Counseling
Dental Hygienist
Dentistry
Diesel Mechanic
Dietary Nutritionist
Electrical Engineering
Electrical Engineering
Elementary Education
Engineering
Engineering
Engineering
Engineering
Engineering and Music
English
English

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
Optomerty
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

Friends attending
Already have a job
Teacher

Rural

Friends and family

Friends were going there
It was the best fit for me.
Friends attending
Family in Anchorage

What was the main reason you decided against attending the University of Alaska?

Anchorage

Found another school
Wants a full college experience
Family moving
Drop out rate
Campus pride
Canadian citizen
Marching band

Fairbanks

Administration was unfriendly. Took courses during high school and had a bad experience.
Accepted to another school
Cost
Family in Florida

Rural

Can go on mission trips and not get behind
Cost lower at community college for first two years, then attend UA.
Family that lives in Arizona
Family that lives in Nevada
Maybe later - not ready yet
Weather

Who helped you decide which university to attend?

Anchorage

Upward Bound advisor
College placement test

Juneau

Coach

Rural

Career Class

Where do you get information about the University of Alaska?

Anchorage

Brochures/packets
Career center class
Free tuition for top 10%
Friends
HS Counselor
Aunt
Presentations
UA Center
UA office/Advisory center
UA Scholar

Juneau

Career center

Fairbanks

Ski Coach
Wise man in the mountains

Rural

Career Fair
Friends at H.S.
H.S. Teachers
Tribal office

(See attached)

ATTENDING ANOTHER COLLEGE

9. Did you consider the University of Alaska before deciding on another school?

- 1☐ Yes 2☐ No 3☐ Don't know 4☐ Refused

10. What was the main reason you decided against attending the University of Alaska?

DO NOT PROMPT, choose only one

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

10a. Were there other reasons you decided against attending the University of Alaska?

DO NOT PROMPT, multiple responses allowed

- | | |
|--|--|
| 01 <input type="checkbox"/> Location/outside Alaska | 08 <input type="checkbox"/> Sports/activities not available at UA |
| 02 <input type="checkbox"/> Program not available at UA | 09 <input type="checkbox"/> Better sports/activities available elsewhere |
| 03 <input type="checkbox"/> Better program elsewhere | 10 <input type="checkbox"/> Personal reasons |
| 04 <input type="checkbox"/> Parents wanted me to attend another school | 11 <input type="checkbox"/> None |
| 05 <input type="checkbox"/> Received scholarship | 12 <input type="checkbox"/> Other _____ |
| 06 <input type="checkbox"/> Reputation of school (UA) | 13 <input type="checkbox"/> Don't know |
| 07 <input type="checkbox"/> Quality of school (UA) | 14 <input type="checkbox"/> Refused |

ATTENDING UNIVERSITY OF ALASKA OR ANOTHER COLLEGE

11. Did you have help in deciding which university to attend?

1☐ Yes → **11a. Who helped you decide?** *Do not prompt, check all that apply*

- | | | |
|--|---|--|
| 01 <input type="checkbox"/> Parents | 05 <input type="checkbox"/> College recruiter | 09 <input type="checkbox"/> Don't know |
| 02 <input type="checkbox"/> Other relatives | 06 <input type="checkbox"/> Adult friends | 10 <input type="checkbox"/> Refused |
| 03 <input type="checkbox"/> School counselor | 07 <input type="checkbox"/> Friends/peers | |
| 04 <input type="checkbox"/> Teachers | 08 <input type="checkbox"/> Other _____ | |

- 2☐ No
3☐ Don't know
4☐ Refused

12. How important was your financial aid package in deciding where to attend college? *Read 1-5*

- | | | |
|---|---|---|
| 1 <input type="checkbox"/> Very important | 3 <input type="checkbox"/> Not important | 5 <input type="checkbox"/> Did not receive financial aid |
| 2 <input type="checkbox"/> Important | 4 <input type="checkbox"/> Not at all important | 6 <input type="checkbox"/> Don't know 7 <input type="checkbox"/> Refused |

13. Have you decided on a field of study?

- 1☐ Yes → **13a. Which field of study?** _____ 1☐ Refused
2☐ No
3☐ Don't know
4☐ Refused

14. Where do you get information about the University of Alaska? *Do not prompt, check all that apply*

- | | | |
|--|--|--|
| 01 <input type="checkbox"/> Newspaper | 06 <input type="checkbox"/> Word of mouth | 11 <input type="checkbox"/> School Counselor |
| 02 <input type="checkbox"/> Radio | 07 <input type="checkbox"/> Mailings/newsletters | 12 <input type="checkbox"/> None; do not get information |
| 03 <input type="checkbox"/> Television | 08 <input type="checkbox"/> University employees | 13 <input type="checkbox"/> Don't know |
| 04 <input type="checkbox"/> Internet | 09 <input type="checkbox"/> University students | 14 <input type="checkbox"/> Refused |
| 05 <input type="checkbox"/> Class schedule | 10 <input type="checkbox"/> Was/is UA student/employee | 15 <input type="checkbox"/> Other _____ |

15. Did you request information from the University of Alaska?

1☐ Yes → **15a. Do you feel you received enough information about the University of Alaska?**

- 01☐ Yes 02☐ No 03☐ Don't know 04☐ Refused

- 2☐ No
3☐ Don't know
4☐ Refused

16. Do you plan on making Alaska your home after completing college?

- 1☐ Yes 2☐ No 3☐ Don't know 4☐ Refused

ALL RESPONDENTS

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☐ A very good school that provides a high-quality education

4☐ Other _____
- 2☐ An okay school but not as good as most schools “down south”

5☐ Don't know

6☐ Refused
- 3☐ Not a good school

19. Has anyone in your family ever attended the University of Alaska?

- 1☐ Yes

2☐ No

3☐ Don't know

4☐ Refused

20. How many years have you lived in Alaska? _____ years

- 20a. 1☐ Refused

Thank you very much for you help!

GENDER 1☐ Male 2☐ Female 3☐ Not sure **(DO NOT ASK)**