Community Survey 2015
Community Survey

• UVU conducts a telephone survey of the community every 3-4 years (2008, 2011, 2015)
• Topics include awareness, perceptions, branding, athletics, marketing, etc.
• The 2015 survey is also timed to inform our 75th anniversary
• Margin of error varies by group, but is approximately ±5%
• Topics covered in this presentation:
  – Awareness of UVU and UVU’s offerings
  – General perceptions and reputation of UVU
AWARENESS OF UVU
How familiar are you with Utah Valley University?

Respondents who are Familiar or Very Familiar with UVU

<table>
<thead>
<tr>
<th>Year</th>
<th>Utah County</th>
<th>Full State</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>72%</td>
<td>42%</td>
</tr>
<tr>
<td>2015</td>
<td>77%</td>
<td>49%</td>
</tr>
</tbody>
</table>
Unaided Awareness of UVU

<table>
<thead>
<tr>
<th>Logo</th>
<th>Utah County</th>
<th>Full State</th>
</tr>
</thead>
<tbody>
<tr>
<td>UM</td>
<td>85%</td>
<td>57%</td>
</tr>
<tr>
<td>GREEN</td>
<td>79%</td>
<td>41%</td>
</tr>
<tr>
<td>WAC</td>
<td>13%</td>
<td>4%</td>
</tr>
</tbody>
</table>
Which do you believe UVU offers?
(2015 compared to 2011)

• **Technical and vocational certificates**
  - Utah county: \(\uparrow\) (73% → 81%)
  - Full State: \(\uparrow\) (57% → 75%)

• **Associate’s or 2 year degrees**
  - Utah county: \(\uparrow\) (95% → 97%)
  - Full State: \(\uparrow\) (88% → 90%)

• **Bachelor’s degrees**
  - Utah county: \(\downarrow\) (99% → 97%)
  - Full State: \(\downarrow\) (92% → 87%)

• **Master’s degrees**
  - Utah county: \(\downarrow\) (80% → 60%)
  - Full State: \(\downarrow\) (71% → 59%)
What programs or degrees is UVU most well-known for?

(Top 5 responses)

- Nursing: 11% (Full State 2015), 23% (Utah County 2015)
- Education: 6% (Full State 2015), 17% (Utah County 2015)
- Business and/or MBA: 12% (Full State 2015), 14% (Utah County 2015)
- Computers and Technology: 2% (Full State 2015), 13% (Utah County 2015)
- Visual/Performing arts: 7% (Full State 2015), 11% (Utah County 2015)
- Aviation: 6% (Full State 2015), 10% (Utah County 2015)
Is UVU open or selective admission?

I believe UVU to be an open admission university

- 87% for Utah County
- 76% for Full State
What types of advertising have you seen or heard about UVU?

<table>
<thead>
<tr>
<th>Top 4</th>
<th>Utah County 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboards</td>
<td>75%</td>
</tr>
<tr>
<td>Magazines/Newspapers</td>
<td>67%</td>
</tr>
<tr>
<td>Bus advertising</td>
<td>64%</td>
</tr>
<tr>
<td>Mailers</td>
<td>63%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Top 4</th>
<th>Full State 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboards</td>
<td>60%</td>
</tr>
<tr>
<td>Social Media ads</td>
<td>47%</td>
</tr>
<tr>
<td>Mailers</td>
<td>43%</td>
</tr>
<tr>
<td>TV ads</td>
<td>43%</td>
</tr>
</tbody>
</table>
What does ‘engaged learning’ mean to you?

Top 5 most frequent responses:

– Students are involved in real-world experiences
– A hands-on approach to learning
– Interactive/participation focused learning
– Getting experience and building your resume before leaving college
– Actively interacting with peers and professors; learning from each other
PERCEPTIONS OF UVU
UVU’s roles: job training

UVU provides many opportunities for career and job training
(Agree or Strongly agree)

<table>
<thead>
<tr>
<th></th>
<th>Utah County</th>
<th>Full State</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>83%</td>
<td>73%</td>
</tr>
<tr>
<td>2015</td>
<td>96%</td>
<td>90%</td>
</tr>
</tbody>
</table>
UVU’s roles: responding to employer needs

UVU responds to the educational needs of employers
(Agree or Strongly agree)

**Utah County**
- 2011: 73%
- 2015: 83%

**Full State**
- 2011: 58%
- 2015: 71%
UVU’s roles: community college

As a comprehensive university, UVU continues to serve an important community college role in its region. (Agree or strongly agree)

<table>
<thead>
<tr>
<th>Utah County</th>
<th>Full State</th>
</tr>
</thead>
<tbody>
<tr>
<td>91% (2011)</td>
<td>91% (2015)</td>
</tr>
<tr>
<td>95% (2015)</td>
<td>62% (2011)</td>
</tr>
</tbody>
</table>
Progress of UVU’s Academic Rigor

Compared to 10 years ago, I feel the level of academic rigor at UVU has increased.
(Agree or strongly agree)

- Utah County: 81%
- Full State: 67%
Relative Academic Rigor

Overall, compared to other public higher-education institutions in the state...

UVU is MORE rigorous
UVU is about the same
UVU is LESS rigorous
I’m not sure

Utah County

Full State
UVU’s certificates and Associate’s degrees

UVU offers certificates and Associate's degrees which have strong value in the job market (Agree or strongly agree)

- Utah County: 85%
- Full State: 77%
UVU’s Bachelor’s & Master’s degrees

UVU offers degrees which align with community, business, and industry needs. (Agree or strongly agree)

<table>
<thead>
<tr>
<th></th>
<th>Utah County</th>
<th></th>
<th>Full State</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor's degrees</td>
<td>92.0%</td>
<td>Master's</td>
<td>63.2%</td>
<td>86.5%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>degrees</td>
<td></td>
<td>Master's</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>degrees</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>63.7%</td>
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</tbody>
</table>
Quality of UVU programs and services

How would you rate the quality of the following UVU programs or services? (Good or very good)

- Athletics: 43%
- Cultural events: 59%
- Community education: 56%
Seeking information about UVU’s degrees or programs

Have you ever sought information regarding UVU's degrees or programs? (Yes)

<table>
<thead>
<tr>
<th></th>
<th>Utah County</th>
<th>2011</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>48%</td>
<td>61%</td>
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</tbody>
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<table>
<thead>
<tr>
<th></th>
<th>Full State</th>
<th>2011</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>19%</td>
<td>28%</td>
</tr>
</tbody>
</table>
Recommend attending UVU

How likely would you be to select or recommend UVU (attending)?
(Likely or very likely)

Utah County

- 2011: 82%
- 2015: 87%

Full State

- 2011: 61%
- 2015: 75%
Recommend employment

How likely would you be to select or recommend employment at UVU? (likely or very likely)

<table>
<thead>
<tr>
<th>Utah County</th>
<th>Full State</th>
</tr>
</thead>
<tbody>
<tr>
<td>68%</td>
<td>68%</td>
</tr>
<tr>
<td>53%</td>
<td>59%</td>
</tr>
</tbody>
</table>

Key 2015 Take-aways

• Familiarity with UVU has increased
• Awareness of Master’s degrees has decreased
• Respondents believe UVU’s academic rigor has increased compared to 10 years ago
• Increase in statewide appreciation for UVU’s community college role
Note: These data represent an introductory glimpse of a very rich body of information. Stay tuned for more!

Institutional Research & Information
Tim Stanley, x7920, TimS@uvu.edu
Angela Ward, x5311, Angela.Ward@uvu.edu