



Community Survey 2018

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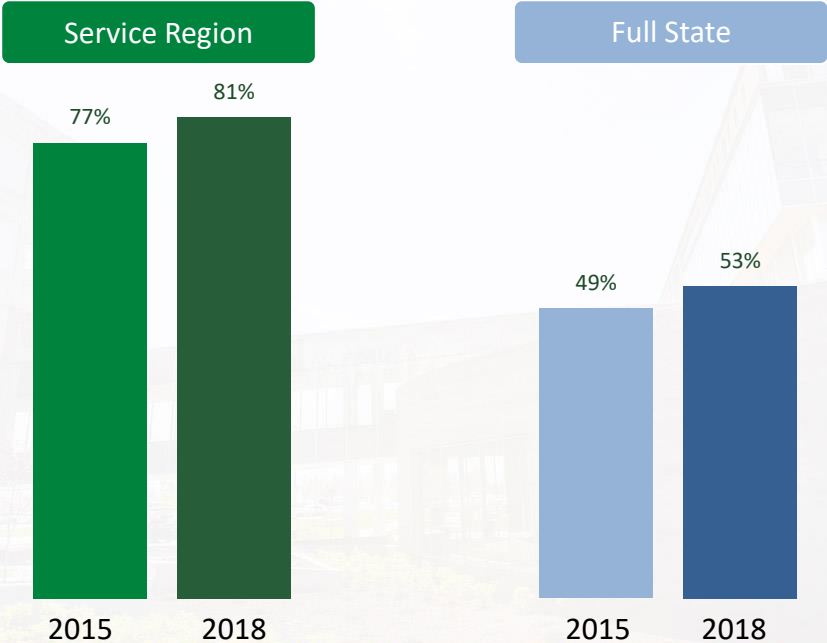
Community Survey

- UVU conducts a telephone survey of the community every 3-4 years (2008, 2011, 2015, 2018)
- Topics include awareness, perceptions, branding, athletics, marketing, etc.
- Total # of responses, 2018 survey, n=1,275
- Margin of error = +/- 2.8%

Awareness of UVU

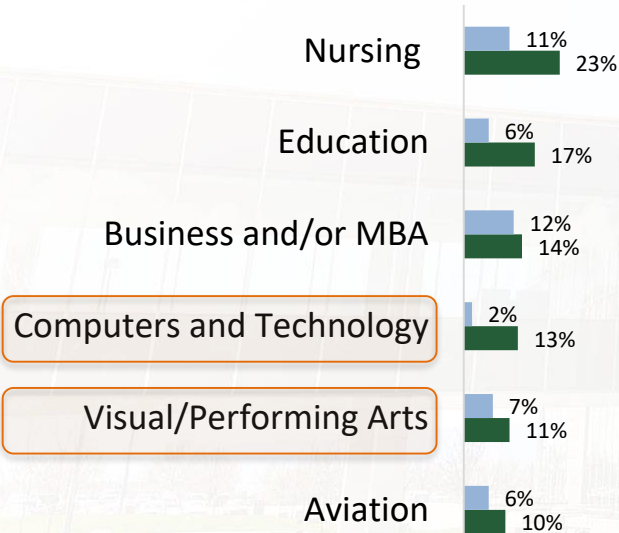
How familiar are you with Utah Valley University?

(familiar or very familiar with UVU)

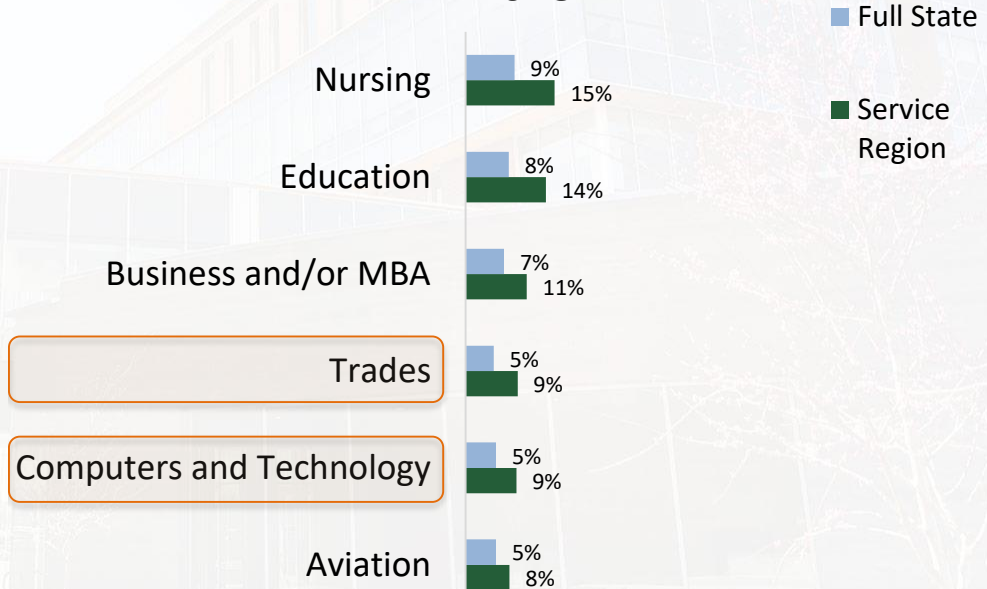


What programs or degrees is UVU most well-known for? (top 6 mentioned)

2015



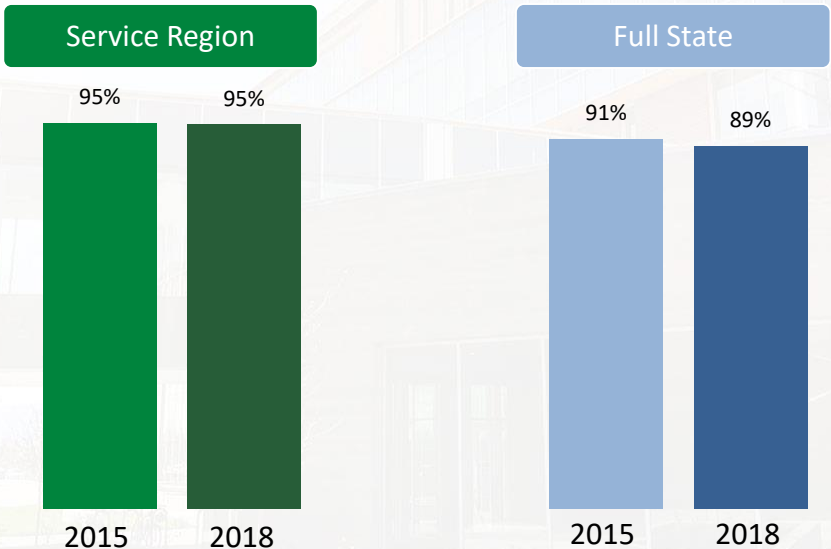
2018



Perceptions of UVU

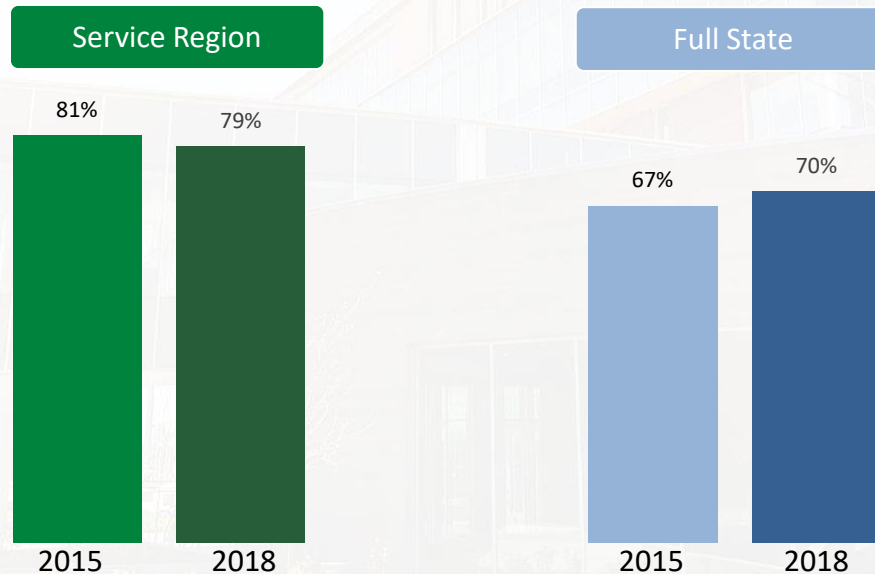
UVU's Roles: Community College

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



Progress of UVU's Academic Rigor

Compared to 10 years ago, I feel that UVU has become “more academically rigorous”

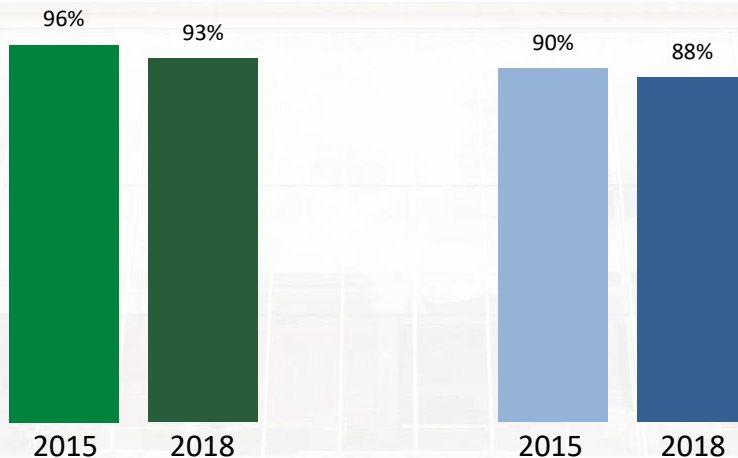


UVU's Roles: Job Training

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

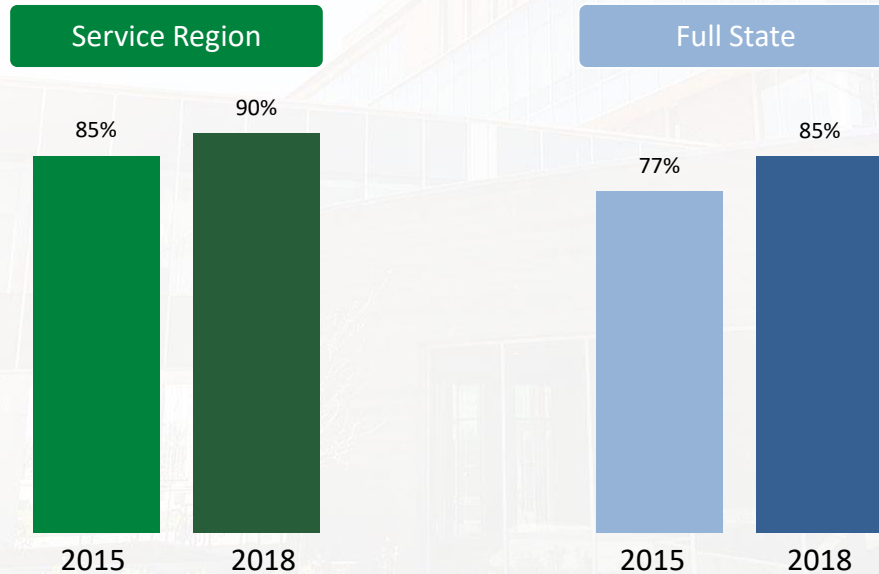
Service Region

Full State



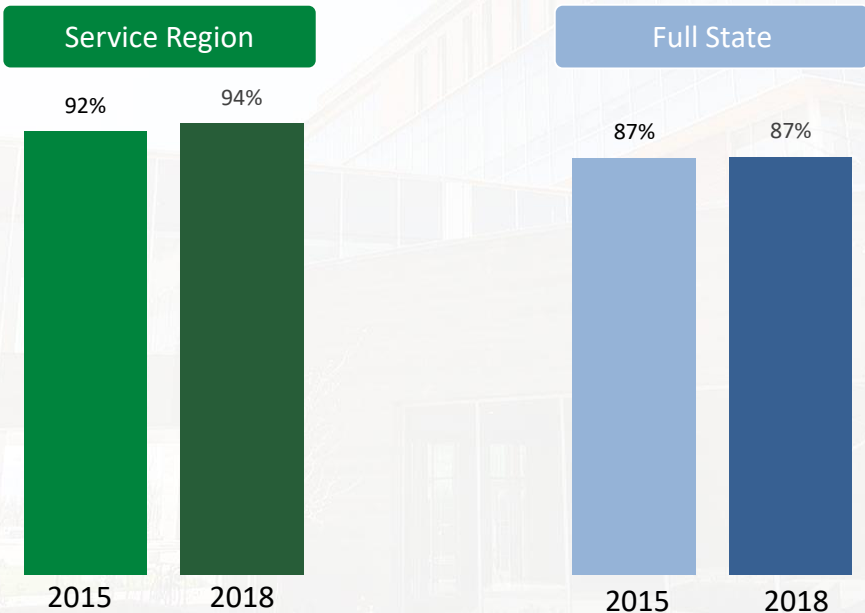
Value in the Job Market

UVU offers programs which have strong value in the job market
(Agree or Strongly Agree)



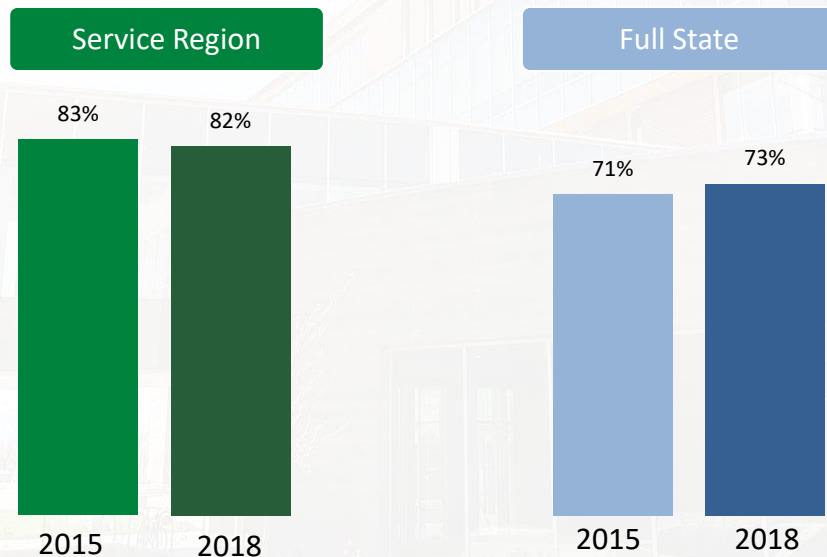
Aligning with Regional Needs

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



UVU's Roles: Responding to Employer Needs

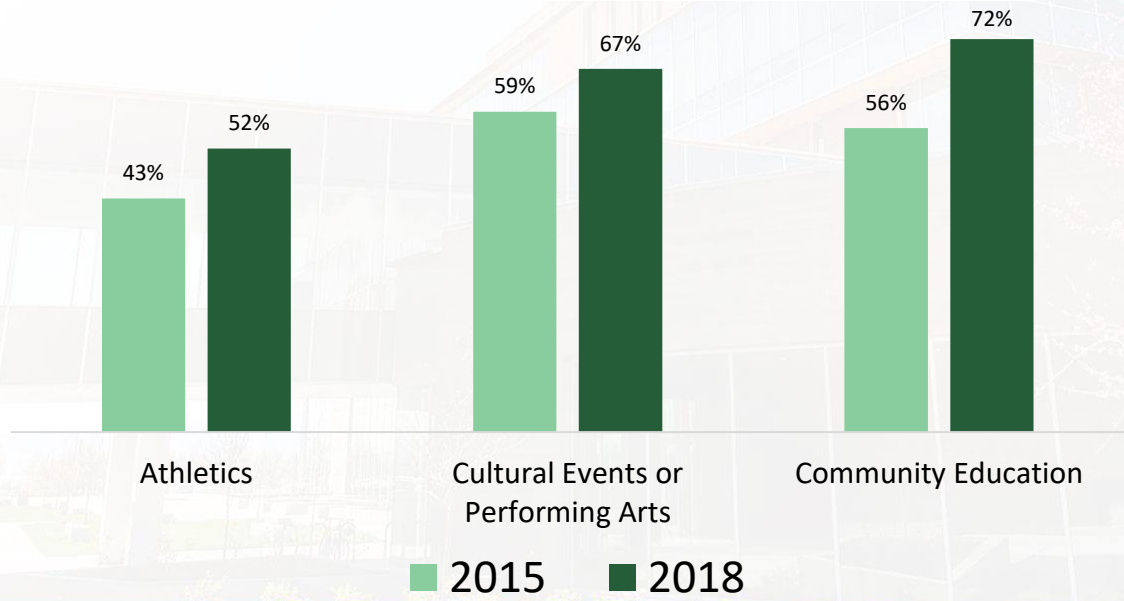
UVU responds to the educational needs of employers
(Agree or Strongly Agree)



Quality of Community Events

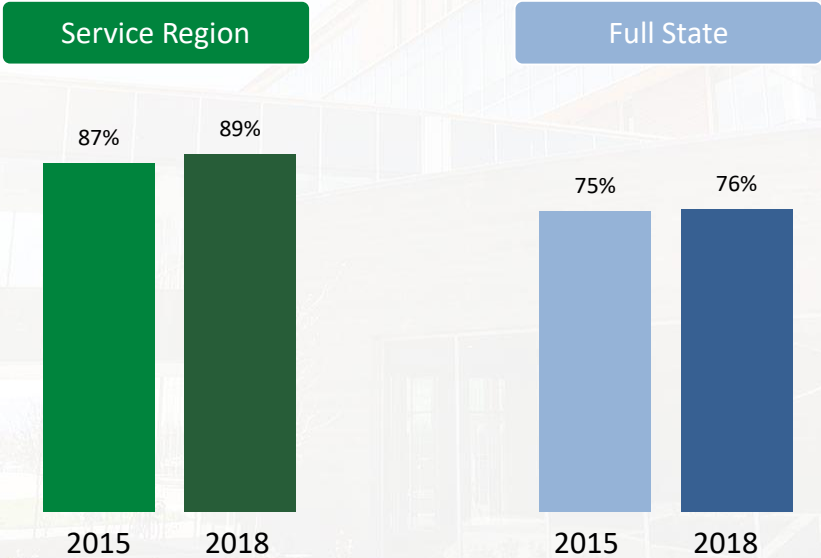
(Good or very good)

Service Region



Recommend Attending UVU

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



Key 2018 Take-Aways

- 1- Familiarity with UVU continues to increase.
- 2- Many feel we are best known for our programs in Nursing, Education, and Business
- 3-Increase in belief that UVU offers programs which have strong value in the job market.
- 4- Increase in the belief within the service region that UVU's athletics, cultural events or performing arts, and community education are of good or very good quality.
- 5- Many feel UVU serves an important community college role in the region.



UVU

UVU INSTITUTIONAL RESEARCH

UTAH VALLEY UNIVERSITY

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Additional items

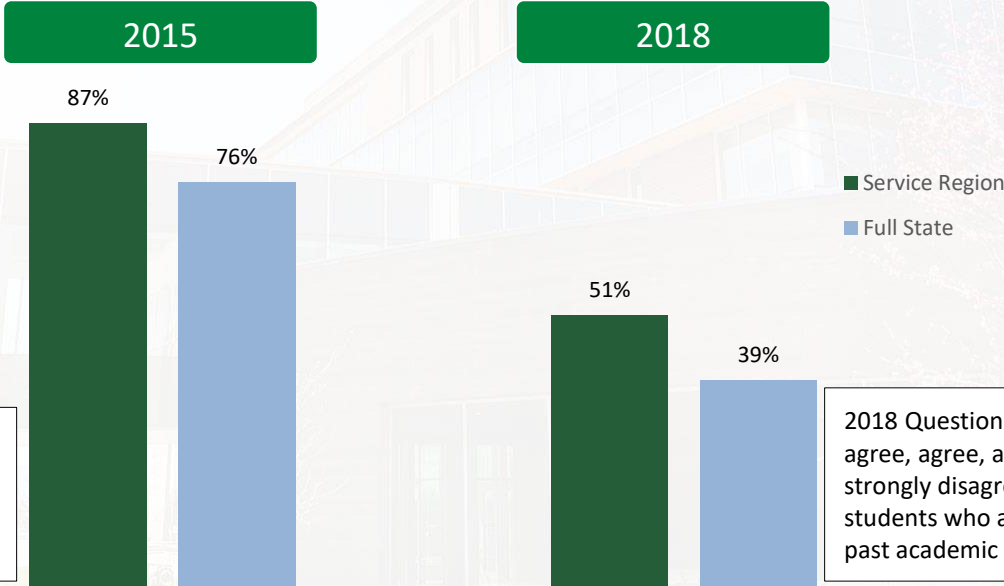
Which do you believe UVU offers?

2015 Compared to 2018

	Service Region	Full State
Technical and Vocational Education	81% → 88% ↑	75% → 79% ↑
Associate's or 2-year Degrees	97% → 95% ▬	90% → 86% ↓
Bachelor's or 4-year Degrees	97% → 98% ▬	87% → 89% ▬
Master's Degrees	60% → 66% ↑	59% → 53% ↓

Is UVU open admission?

Respondents who said they believe UVU is open admission
(Agree or strongly agree)



2015 Question: First, the callers read a definition of 'open admission', then asked: Do you believe UVU to be an open admission University?

2018 Question: Do you strongly agree, agree, are neutral, disagree, or strongly disagree that UVU admits all students who apply regardless of past academic performance?

Relative Academic Rigor

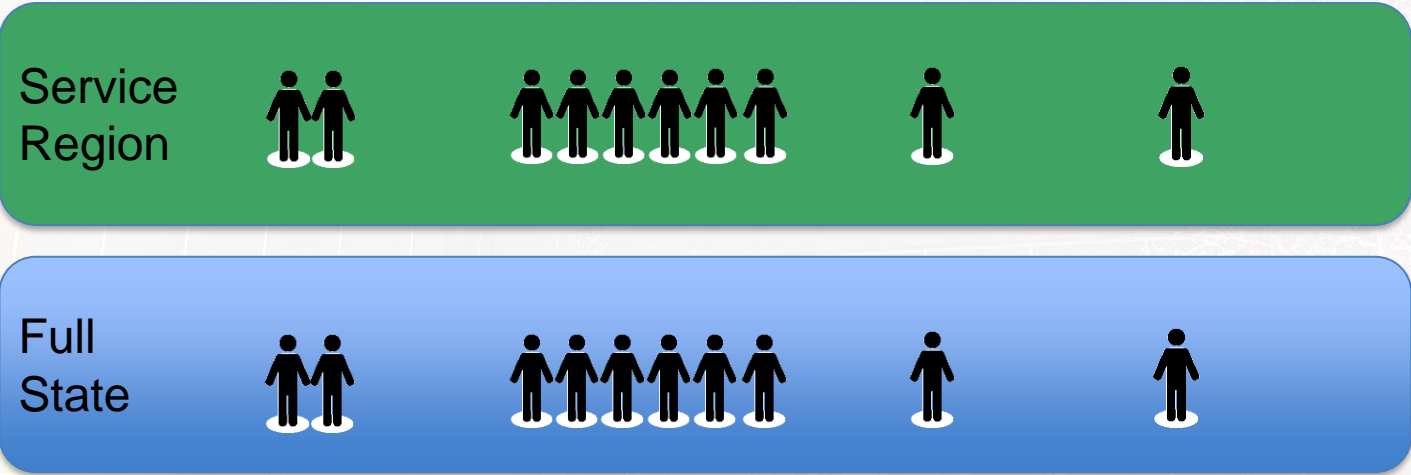
Overall, compared to other public higher-ed institutions in the state UVU is...

More Rigorous

About the Same

Less Rigorous

Not Sure

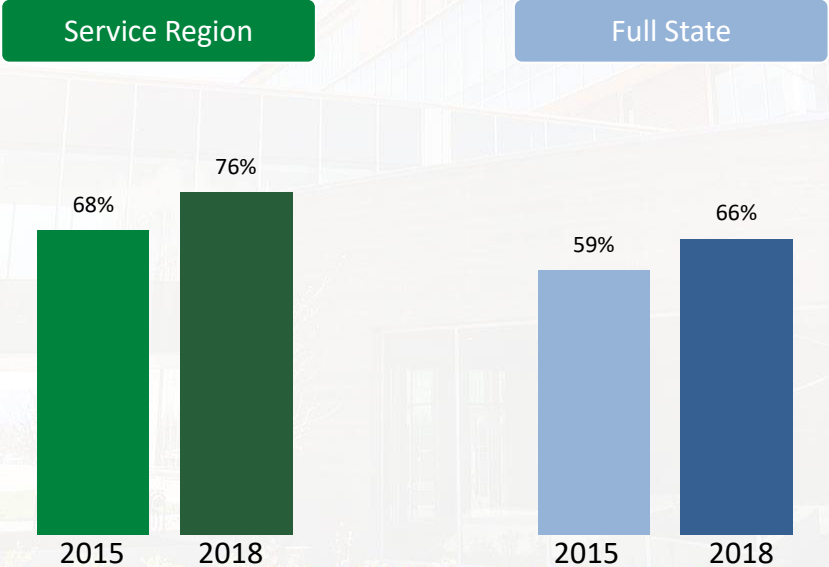


What types of advertising have you seen or heard about UVU? (2018)

Top 4	Service Region
Community Events	72%
Billboards	69%
Mailers	65%
Magazines	54%
Top 4	Full State
TV	55%
Billboards	51%
Community Events	48%
Newspapers	41%

Recommend Employment

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

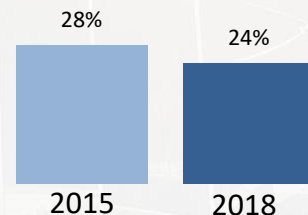
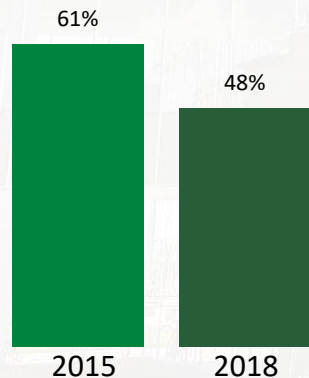


Seeking Information about UVU's Degrees or Programs

Have you ever? (Yes)

Service Region

Full State



Unaided Awareness of UVU (2018)

(Can you name....?)



Service Region

Full State

64%

30%

GREEN

71%

36%



25%

11%

What does 'engaged learning' mean to you?

Top 4 most frequent themes and representative comments (2018)

1. It means active **student involvement** in the learning process.
2. Being able to interact and more **hands-on**, not just lecture format.
3. My understanding is that you are **involved with the community** as well as the academic classes.
4. It means that students as well as instructors dive deep into the subject matter and see how it **applies in real life** situations.

Additional 2018 Take-Aways

- 1- Increased awareness of technical and vocational education and Master's degrees within the service region.
- 2- Decreased awareness of Associate's/2 year degrees among the entire state.