



**INSTITUTIONAL
RESEARCH &
INFORMATION**

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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 $\pm 5\%$
- Topics covered in this presentation:
 - Awareness of UVU and UVU's offerings
 - General perceptions and reputation of UVU

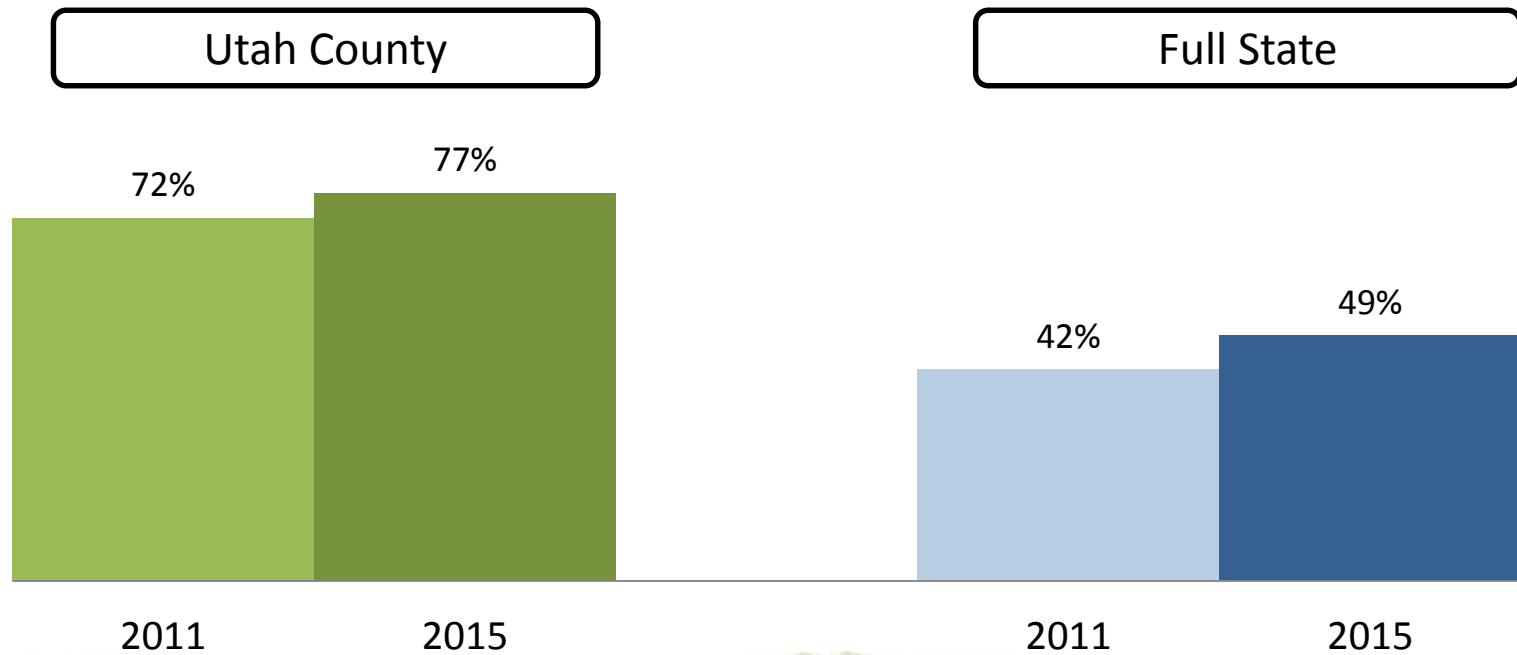


AWARENESS OF UVU



How familiar are you with Utah Valley University?

Respondents who are Familiar or Very Familiar with UVU



Unaided Awareness of UVU



Utah County

85%

Full State

57%

GREEN

79%

41%



13%



4%





Which do you believe UVU offers?

(2015 compared to 2011)



- **Technical and vocational certificates**

– Utah county  (73%→ 81%) Full State  (57%→ 75%)



- **Associate's or 2 year degrees**

– Utah county  (95%→ 97%) Full State  (88%→ 90%)

- **Bachelor's degrees**

– Utah county  (99% → 97%) Full State  (92% → 87%)

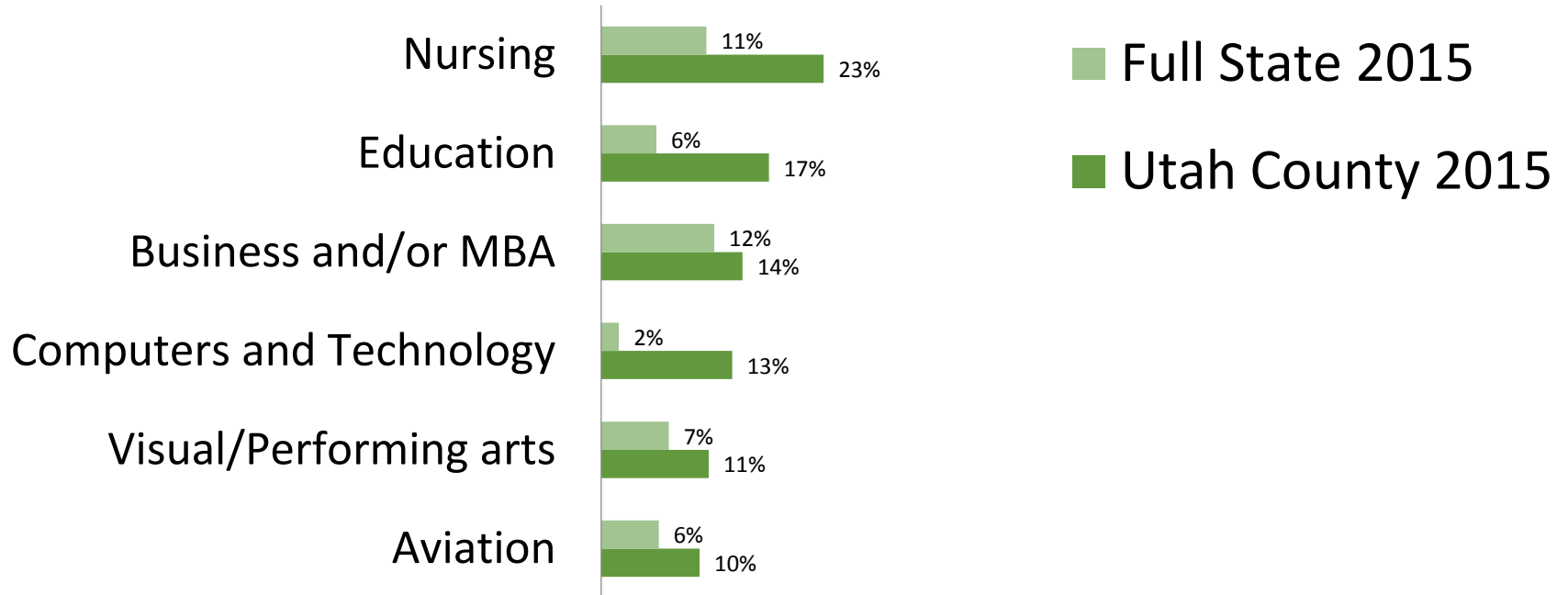
- **Master's degrees**

– Utah county  (80%→60%) Full State  (71%→59%)



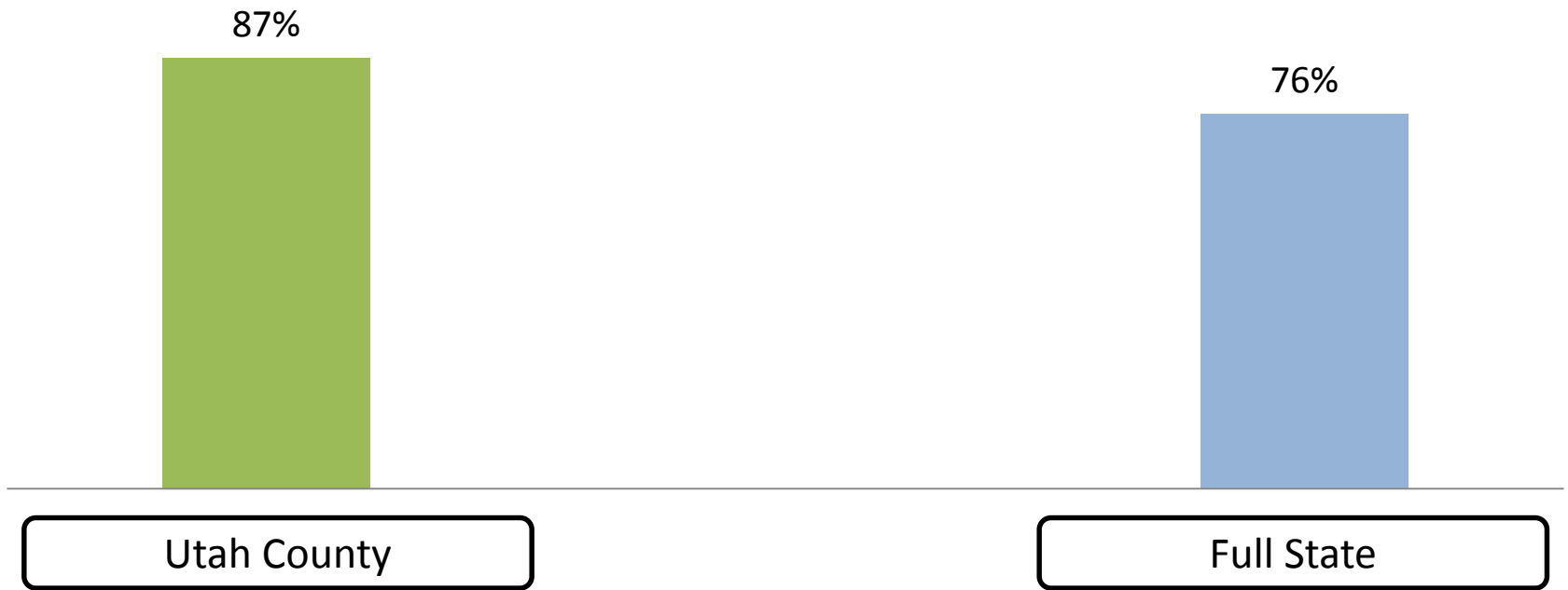
What programs or degrees is UVU most well-known for?

(Top 5 responses)



Is UVU open or selective admission?

I believe UVU to be an open admission university



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

Top 4	Utah County 2015
Billboards	75%
Magazines/Newspapers	67%
Bus advertising	64%
Mailers	63%

Top 4	Full State 2015
Billboards	60%
Social Media ads	47%
Mailers	43%
TV ads	43%



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

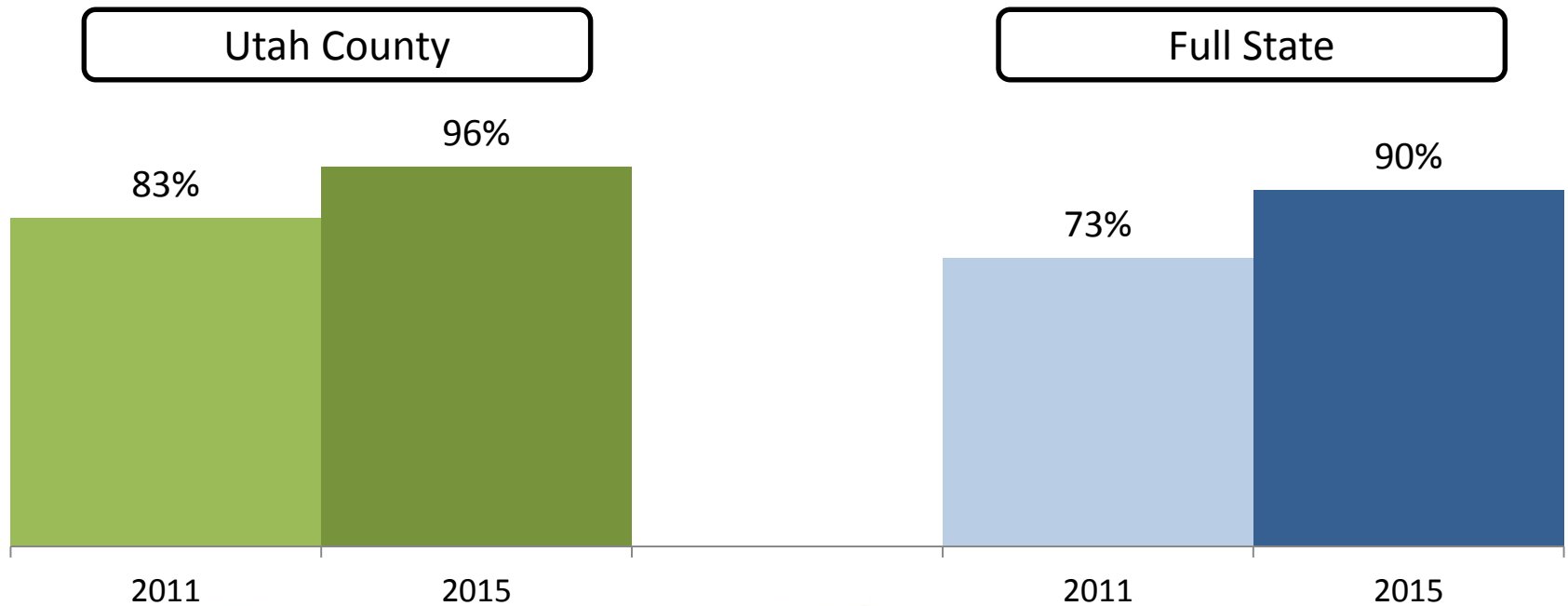


PERCEPTIONS OF UVU



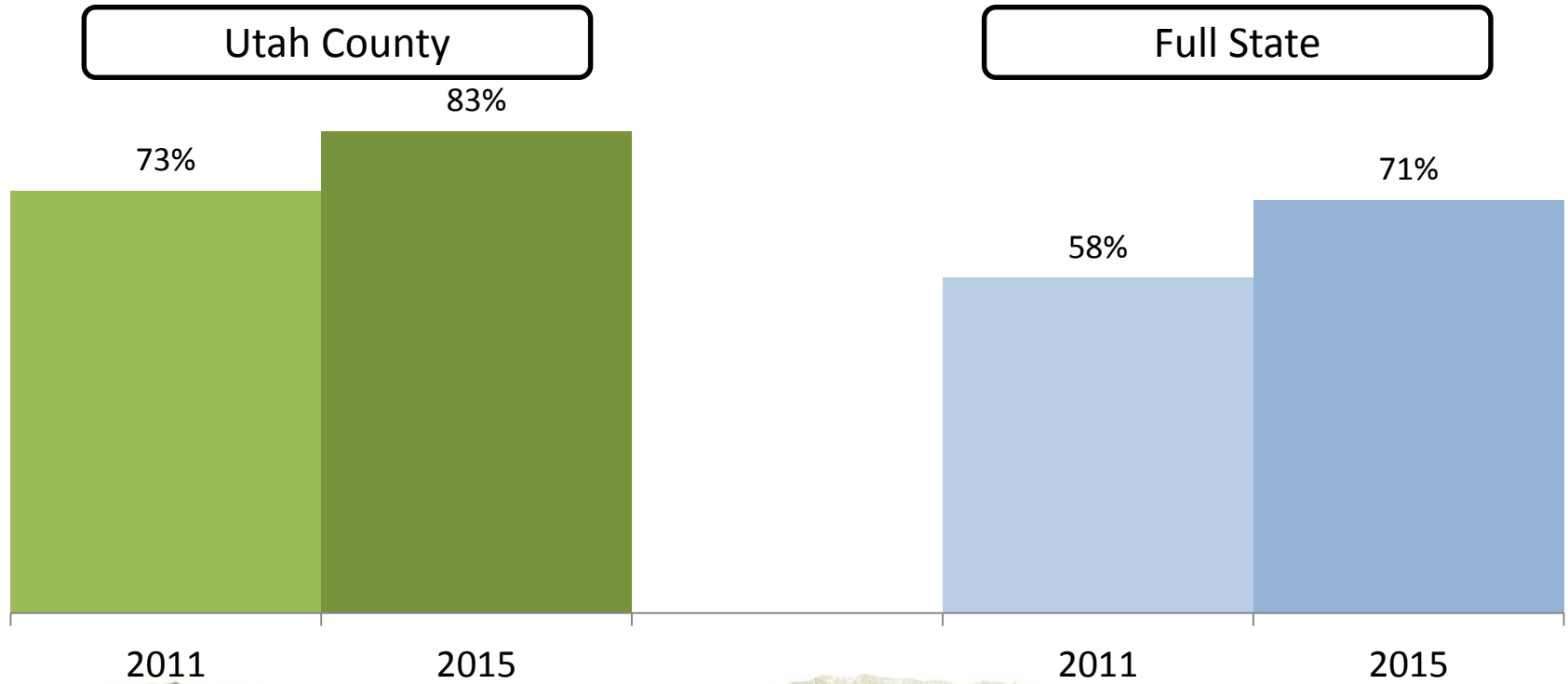
UVU's roles: job training

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



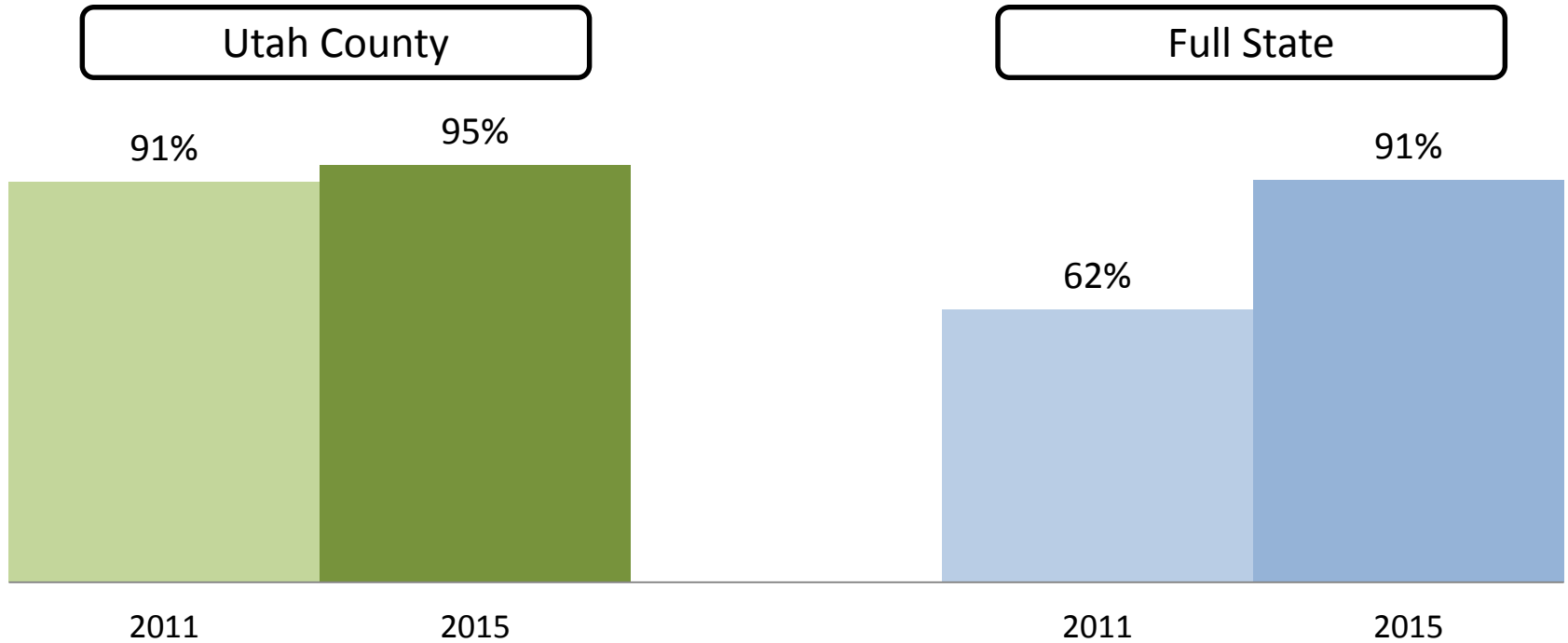
UVU's roles: responding to employer needs

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



UVU's roles: community college

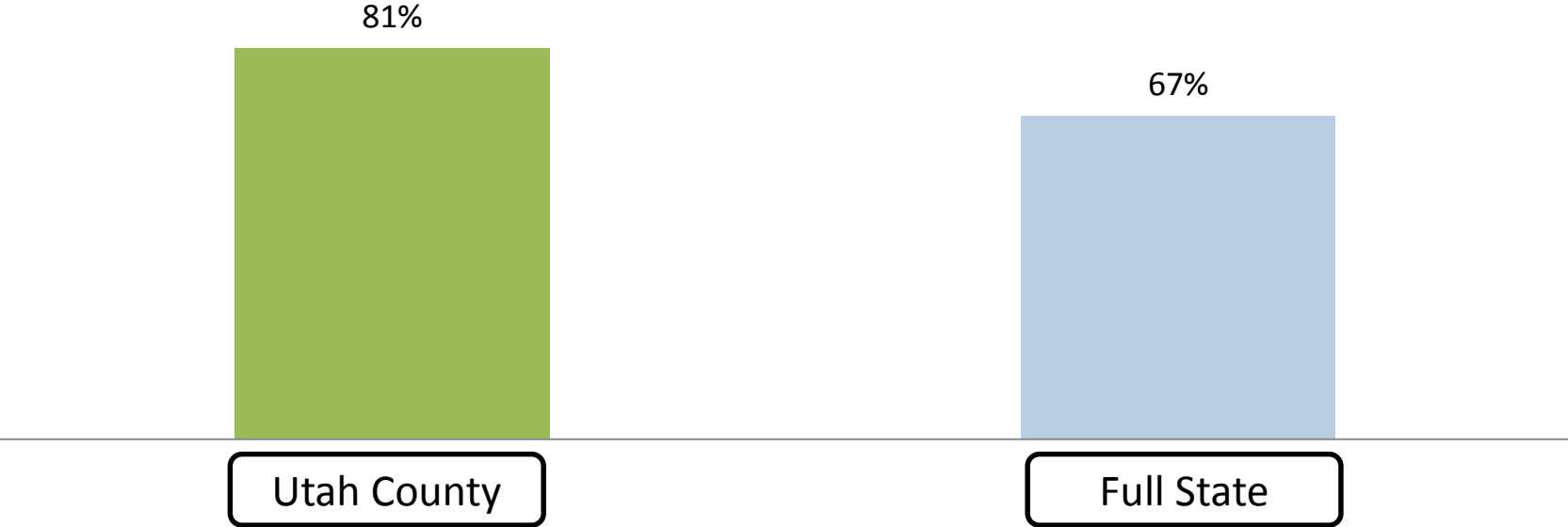
As a comprehensive university, UVU continues to serve an important community college role in its region. (Agree or strongly agree)



Progress of UVU's Academic Rigor

Compared to 10 years ago, I feel the level of academic rigor at UVU has increased.

(Agree or strongly agree)



Relative Academic Rigor

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

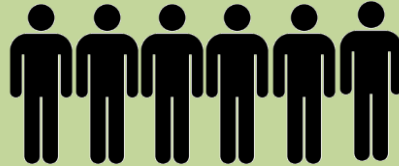
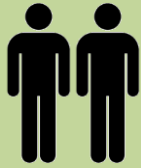
UVU is MORE rigorous

UVU is about the same

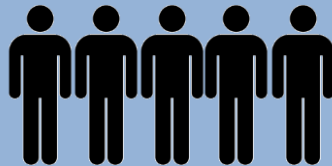
UVU is LESS rigorous

I'm not sure

Utah County

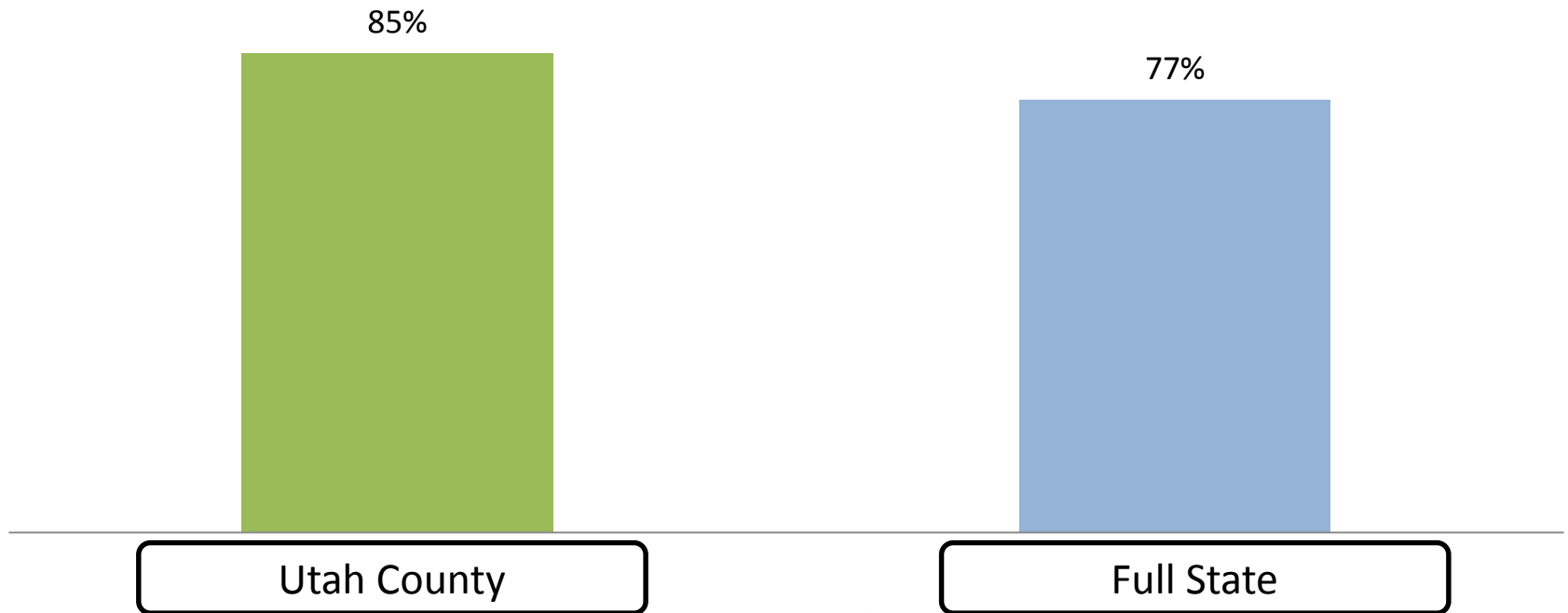


Full State



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)



UVU's Bachelor's & Master's degrees

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

Utah County

Full State

92.0%

63.2%

86.5%

63.7%

Bachelor's
degrees

Master's
degrees

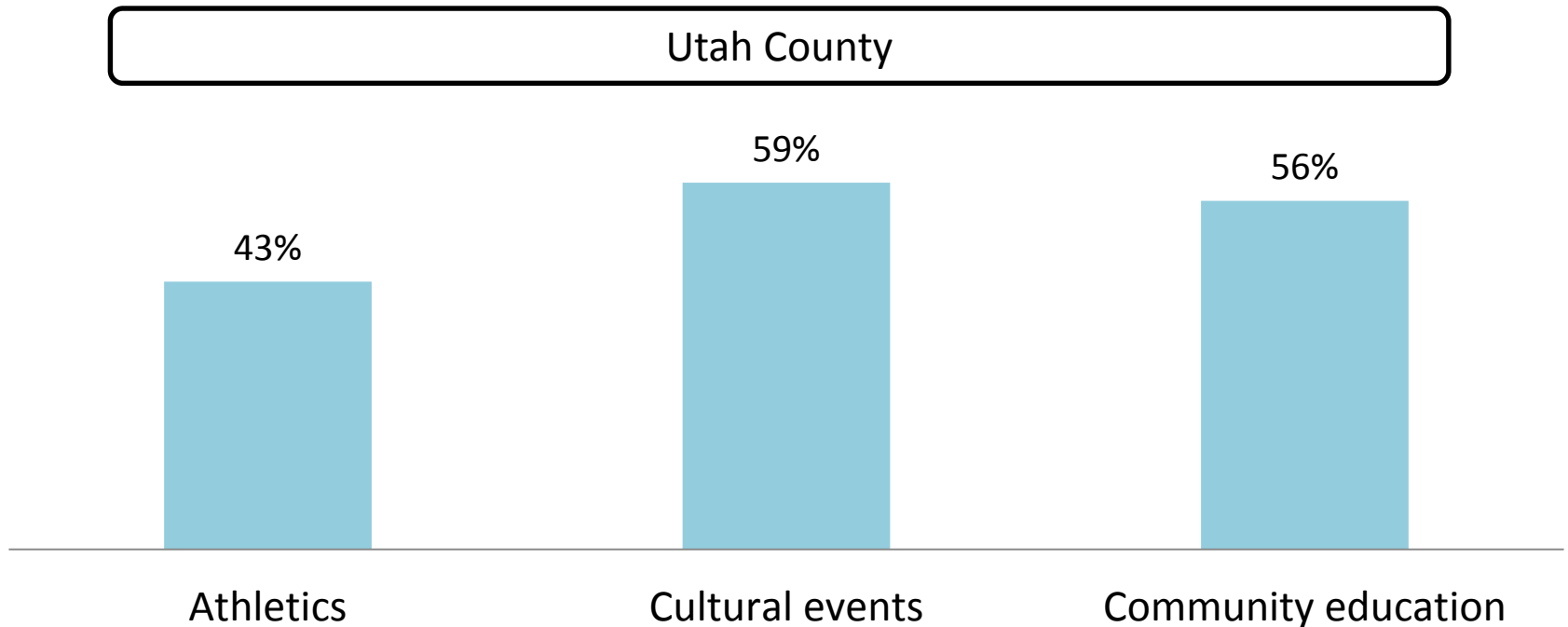
Bachelor's
degrees

Master's
degrees



Quality of UVU programs and services

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

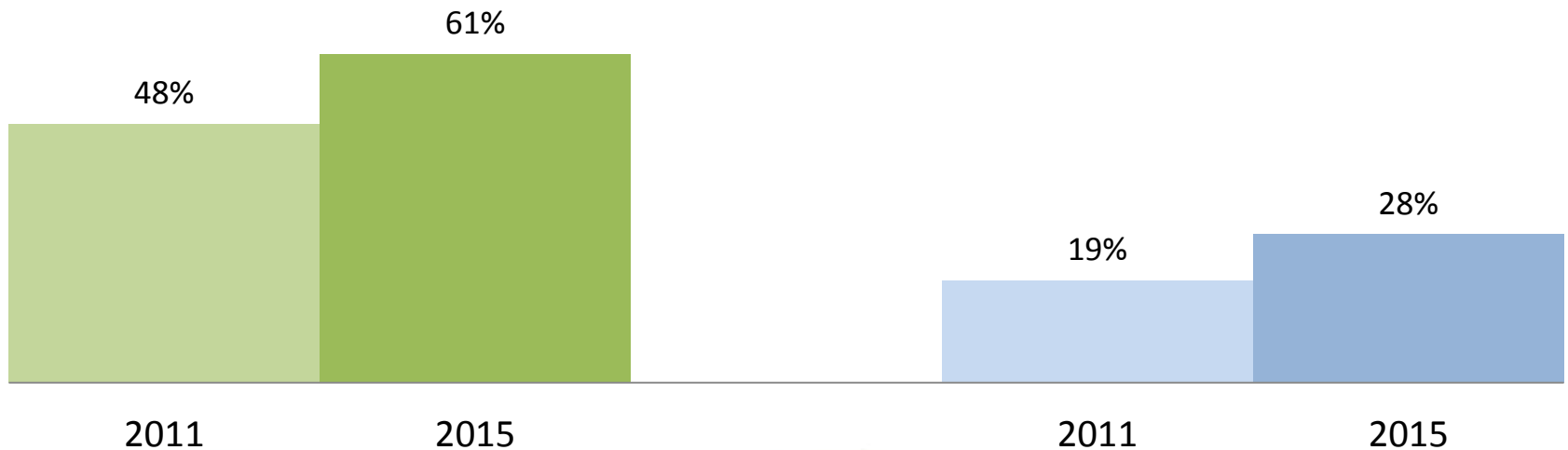


Seeking information about UVU's degrees or programs

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

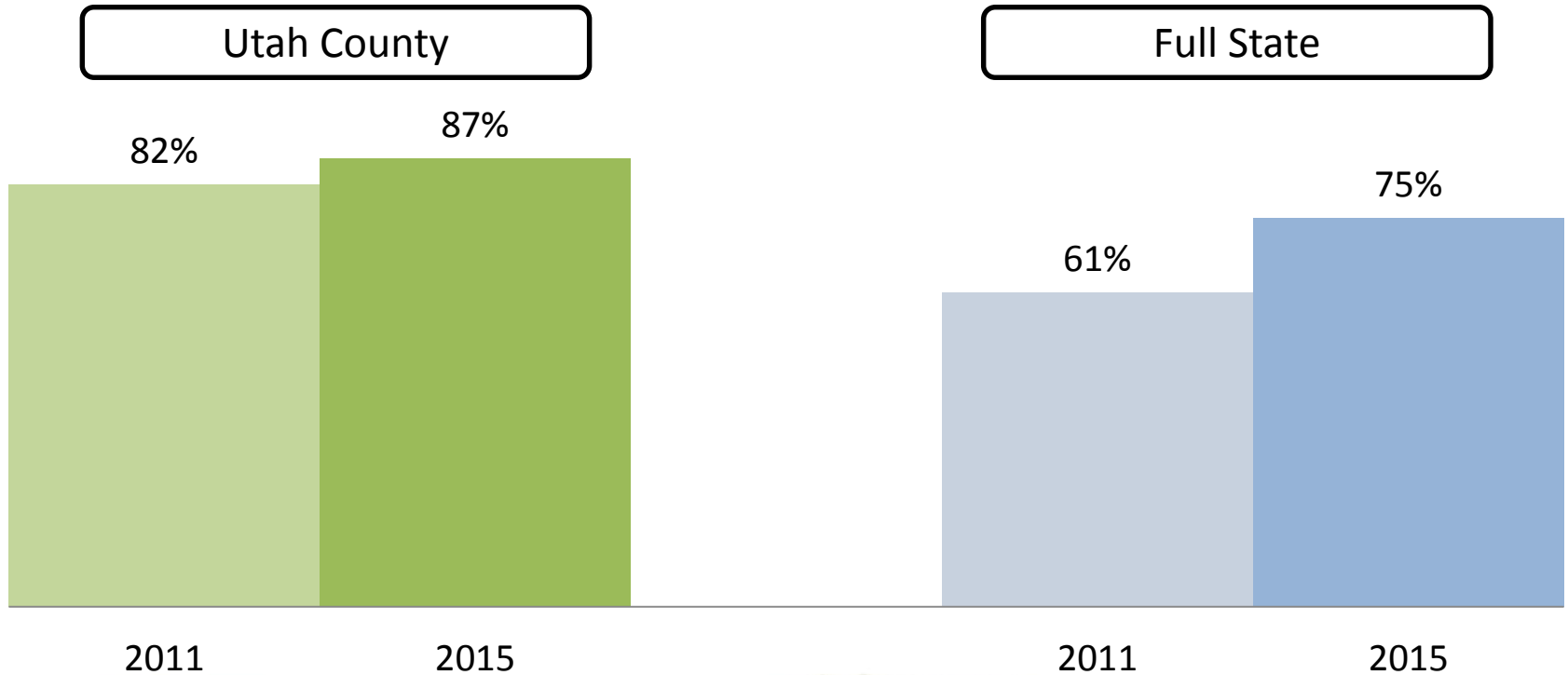
Utah County

Full State



Recommend attending UVU

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

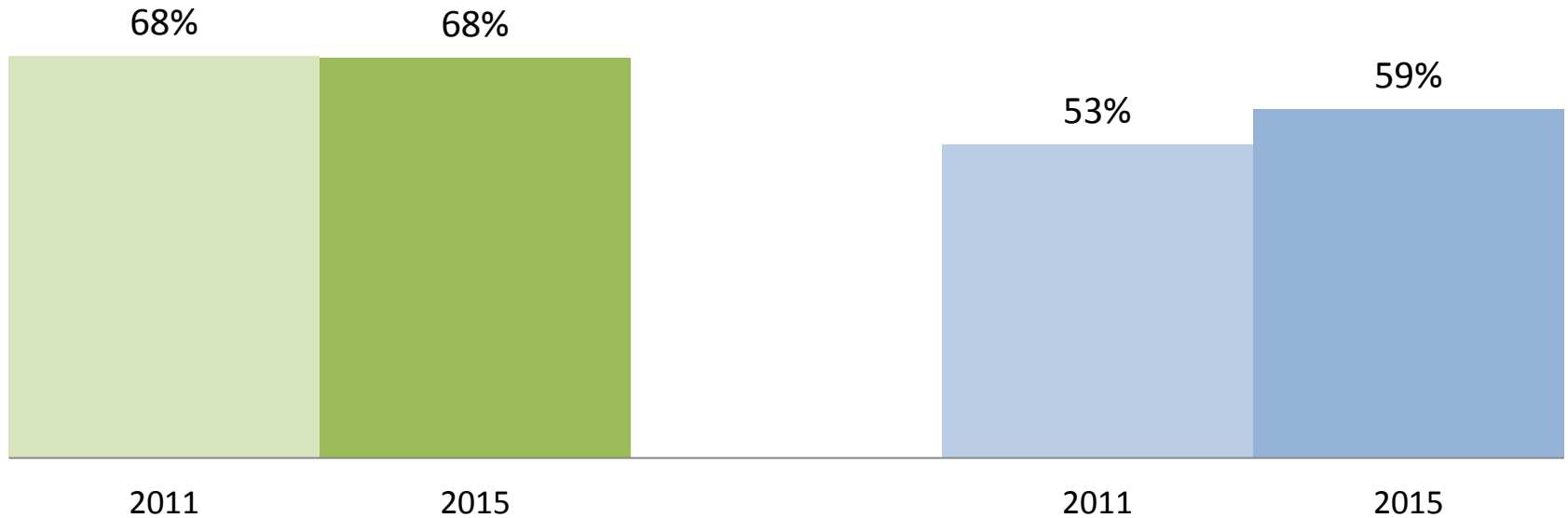


Recommend employment

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

Utah County

Full State



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





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Note: These data represent an introductory glimpse of a very rich body of information. Stay tuned for more!

Institutional Research & Information

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