

University of Alaska





McDowell Group Anchorage Office

McDowell Group Juneau Office

Website: www.mcdowellgroup.net

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	A comparison of UA enrollment history with elsewhere in the U.S.	data and tren	ds for com	nparable ins	titutions
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Resear	arch Limitations				
•	who did not attend UA				
•					

Interpreting the Two Surveys		

Definition of "Marketing"		
Segmentation		
G The state of the		

Table 1. Former Students with and without Degrees, Selected Comparisons

Question or Topic

Former Students with Degrees/ Certificates

Former Students without Degrees/Certificates







Implications of Pricing



• Use "

Executive Interview Themes

High School Counselor Interviews

HIGH SCHOOL ATTITUDES TOWARD



On-Campus C

Attracting New Students
Advisors shared numerous strategies to attract new students in their areas
Role of Developmental Classes
Like high school counselors, advisors are concerned about UA's developmental courses.
(NOTE: Survey results elsewhere in this report also address the role of and attitudes about developmental courses)
of, and attitudes about, developmental courses.)
STUDENT ADVISING PROCESS











Table 17. CQ19. How affordable do you consider the University of Alaska to be in each of the following areas?

Types of Student Expense	Very Affordable	Somewhat Affordable	Somewhat Unaffordable	Very Unaffordable	DK/N A

(NOTE: Age is an important driver of cost perceptions. The average age of UAA respondents is 22, UAF 23, and UAS 26 years old.)

Tuition

Table 20. CQ22. You said earlier that you are currently pursuing an Associate	

Table 24. CQ25b. Where do you plan to transfer to?

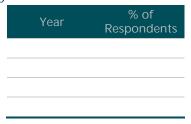
College or University

% Students

WORKING WHILE IN SCHOOL

Table 28. C

Table 30. FQ2. What was the most recent year during which you took a for-credit UA class?



LIKELIHOOD OF ENROLLING AT **UA** IN THE FUTURE

Table 31. FQ3a. How likely are you to take a for-credit class at UA at some time in the future?



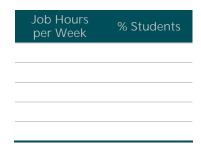
Table 32. FQ4. What were the main reasons you stopped attending UA?

Reasons for Stopping	AII Mentions	Most Important	Most + Second Most Important	Most + Second + Third Most Important

Table 33. FQ6. Which of the following postsecondary degree or certificate programs have you completed, either at UA or elsewhere?

Type of Credential Completed at UA Completed Elsewhere (n = 509) (n = 1,207)

Table 36. FQ9a. During your most recent semester at UA, did you also have a job?



REASON FOR ENROLLMENT AT UA

Table 37. FQ10. Which of the following is closest to the main reason you enrolled in your most recent semester at UA?

Reason for Enrolling % Students

Table 39. FQ12. Based on all your past experience as a UA student, how satisfied are you with the following aspects of your UA academic experience?

Type of Experience Very Satisfied Satisfied Neutral Dissatisfied DK/NA



Table 48. FQ18. If you were to return to UA to complete a degree or certificate, about how many credits do you think you would need to take in order to complete your program?

Estimated Number of Credits to Complete	% Students

Table 52. FQ23. Assuming they both cover the same material and earn the same credits, which type of class schedule would you prefer if you continued your studies?

Preferred Types of Classes	% Students
All online classes	
All traditional in-person classes	
A mix of in-person and online classes	
Intensive or "block schedule" classes where you take one class at a time	
Don't know	

AFFORDABILITY

(NOTE: Due to an error in survey programming, question 25 below was answered only by students who said they were either sure they would return to UA or would consider UA if they returned to school. The questions were intended for all respondents.)

Table 54.

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Introduction

Methodology and Technical Notes					



