



University of Alaska



McDowell Group Anchorage Office

McDowell Group Juneau Office

Website: [www.mcdowellgroup.net](http://www.mcdowellgroup.net)

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Enhancement of the survey results by incorporating selected data from individual student records for all survey respondents.

A comparison of UA enrollment history with data and trends for comparable institutions elsewhere in the U.S.

## Confidentiality

## Research Limitations

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*who did not attend UA*

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# Interpreting the Two Surveys

## Definition of “Marketing”

Segmentation







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

Question or Topic
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- Quality and reputation of the university.

All students face a complex web of pressures and challenges that threaten their ability to achieve postsecondary goals.









## Implications of Pricing

Financial concerns figure prominently in student decision-making about post-secondary education.

There are many different dimensions of student financial concerns that affect student course loads, degree timeline, persistence, satisfaction, and academic performance.

- Use “

## 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.)*

## STUDENT ADVISING PROCESS

























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AFFORDABILITY

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/NA

*(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
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## WORKING WHILE IN SCHOOL

Table 28. C



UA Former Students

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

Year	% of Respondents

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?

Year	% of Respondents
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Table 32. FQ4. What were the main reasons you stopped attending UA?

Reasons for Stopping	All Mentions

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 (n = 509)	Completed Elsewhere (n= 1,207)
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Table 36. FQ9a. During your most recent semester at UA, did you also have a job?

Job Hours per Week	% Students

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	Dissatisfied	DK/NA
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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





