

SUMMARY: NEW GRADUATE STUDENT SURVEY 1997-1999

Early in fall terms of 1997-1999, a survey was mailed to newly enrolled graduate students (n=502). The joint purposes of this survey were to:

- profile this group's commuting and attendance tendencies; and
- chronicle their motives for enrolling in UW-Whitewater Graduate Program.

Three hundred forty-six usable surveys were returned (return rate of 69%). The results, springing from responses to fixed-response and open-ended questions, suggested pools of attitudes and behavioral inclinations relevant to attending the University of Wisconsin-Whitewater as a graduate student.

Directions: Please check the box of the best response for each of the questions that follow.

Section I

1. How did you first become aware of UW-Whitewater Graduate Programs?

- 3% Mass Media (e.g., Radio, Newspaper Advertisements).
- 3% Poster/Mailing.
- 13% Web/Internet.
- 37% Previous Affiliation with the UW-Whitewater or UW-System.
- 31% Social Contact (e.g., referred by co-worker, relative, alumnus, professor).
- 13% Other _____

2. Did you attend the Fall Term 19XX Graduate Orientation Session offered on XX August 19XX?

- 56% I did not attend the orientation session.
- 43% I did attend.

3. Which of the following best describes the location of where you're completing your course work?

- 61% All credits are taken on the UW-Whitewater campus.
- 22% Some credits are taken on campus and some off-campus (e.g., UW Waukesha, internet, etc.).
- 17% All credits are taken off-campus (e.g., UW Waukesha, internet, etc.).

If you've checked the last box in question #3, please proceed to Section II at the top of page 2.

If you've checked one of the first two boxes in question #3, please continue responding to items #4, #5 and #6 before proceeding to Section II.

4. Which of the following most accurately describes the circumstances of your commute to the campus?

- 22% Live on campus or in Whitewater.
- 11% A commute of approximately 20 minutes or less.
- 30% A commute of approximately 20 to 45 minutes.
- 35% A commute of at least 45 minutes.

5. How often do you come to the campus for class or course-related activities?

- 34% Once a week.
- 15% Twice a week.
- 51% Three times a week or more.

6. Which of the following most accurately describes the time(s) you are on campus?

- 11% Primarily during the day (before 4:00pm).
- 35% A mix of daytime and evening hours.
- 53% Primarily evenings (after 4:00pm).

Directions: Please rate the following statements on a scale of 1 (Strongly Disagree) to 9 (Strongly Agree). Enter a number between 1 and 9 at the beginning of each statement, profiling the reasons you chose to enroll in a master's program at the University of Wisconsin-Whitewater.

Section II I enrolled in a graduate program at the University of Wisconsin-Whitewater because:

Standard Deviation	Mean Score	
1.68	7.89	1. it had a program and curriculum that fit what I needed professionally.
2.37	5.22	2. it is an excellent opportunity to network with fellow professional graduate students.
1.65	7.04	3. I knew I would get an excellent graduate level education there.
2.28	6.57	4. tuition rates are very competitive relative to other graduate programs.
2.17	6.37	5. I knew I would get a significant amount of individual interaction with the faculty.
2.00	6.22	6. the faculty are among the best in their areas.
3.25	5.53	7. I was familiar with the University through a previous affiliation with the University or UW System.
2.26	6.90	8. my contact with the campus staff was friendly and helpful.
2.16	6.70	9. the program I'm in is quite rigorous and compares favorably with those offered at other universities.
2.75	6.40	10. the program is very convenient relative to work or home.
2.76	5.85	11. the small-campus/town environment is less intimidating than an urban campus.
1.82	7.08	12. I knew that my base of knowledge and skills would grow significantly.
2.88	3.96	13. the University offered financial incentives (i.e., assistantship) that other programs didn't.
2.81	5.26	14. the small-campus/town environment is safer than an urban campus.
1.99	6.68	15. the University has a strong reputation.
2.64	4.85	16. I could complete my degree more quickly at UW-W than at other institutions.
2.23	6.26	17. class sizes would be smaller, allowing me to interact more with faculty and fellow students.
2.31	6.38	18. others individuals I know had said good things about the University or program.
2.54	5.92	19. placement rates (employment) for my program are high.
2.58	4.35	20. the program provided me with the opportunity for conducting original research.
2.65	5.60	21. access to computers and other technology was readily available.
2.28	6.88	22. classes are offered at times convenient to my schedule.

Demographics of Respondents

Program Affiliation		
42.% from MBA, MPA, MCS	13% from Bus Ed & School Bus. Mgt.	11% from Communication
9% from Comm Disorders	8% from Counseling	6% from Curriculum & Instruction
5% from Safety Studies	3% from Special Education	
Sex		
38% Males/62% Females	Credit Load	
	44% Full-Time/56% Part-Time	
Age		
67% 22-30 years	5% 41-45 years	
12% 31-35 years	4% 46-50 years	
10% 36-40 years		