

# UC Davis Stakeholders

Surveys among U.C. Davis faculty, staff, students,  
alumni, parents, and the general public;  
focus groups among alumni and community leaders

Conducted August 2003 – March 2004

# Methodology

## Quantitative Research:

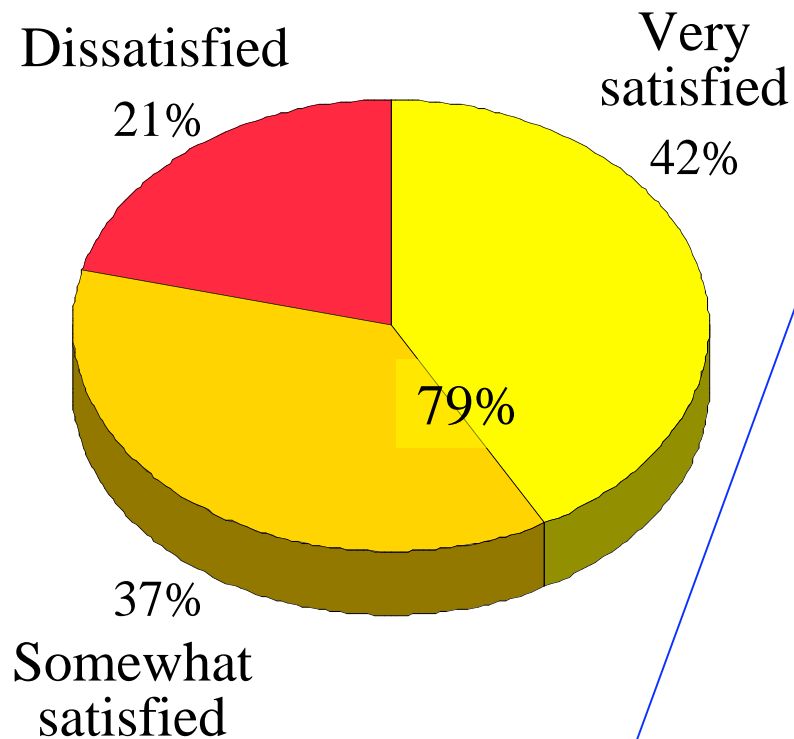
Population	Sample size/ survey instrument	Survey dates
UCD faculty	178 online interviews	Jan 13 – Feb 2, 2004
UCD staff	971 online interviews	Jan 13 – Feb 2, 2004
UCD students	912 online interviews (730 undergraduates/ 182 graduate students)	Jan 13 – Feb 2, 2004
Parents of UCD students	318 mail interviews	Feb 12 – Mar 5, 2004
UCD alumni	504 telephone interviews	Nov 20 – 23, 2003
General public	711 telephone interviews (incl. 210 Davis residents)	Dec 8 – 15, 2003

**Qualitative Research:** four focus groups conducted August 19 - 20, 2003, in San Francisco and Sacramento – three groups among U.C. Davis alumni, one group among Sacramento community leaders

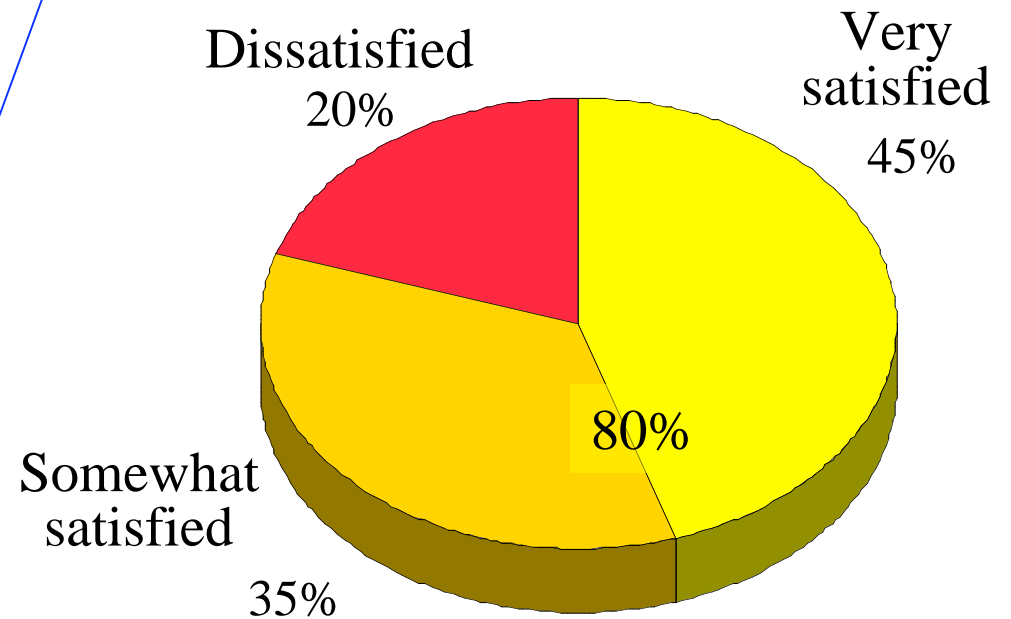
# U.C. Davis Faculty

# Faculty Very Satisfied With Experience

## Overall Satisfaction

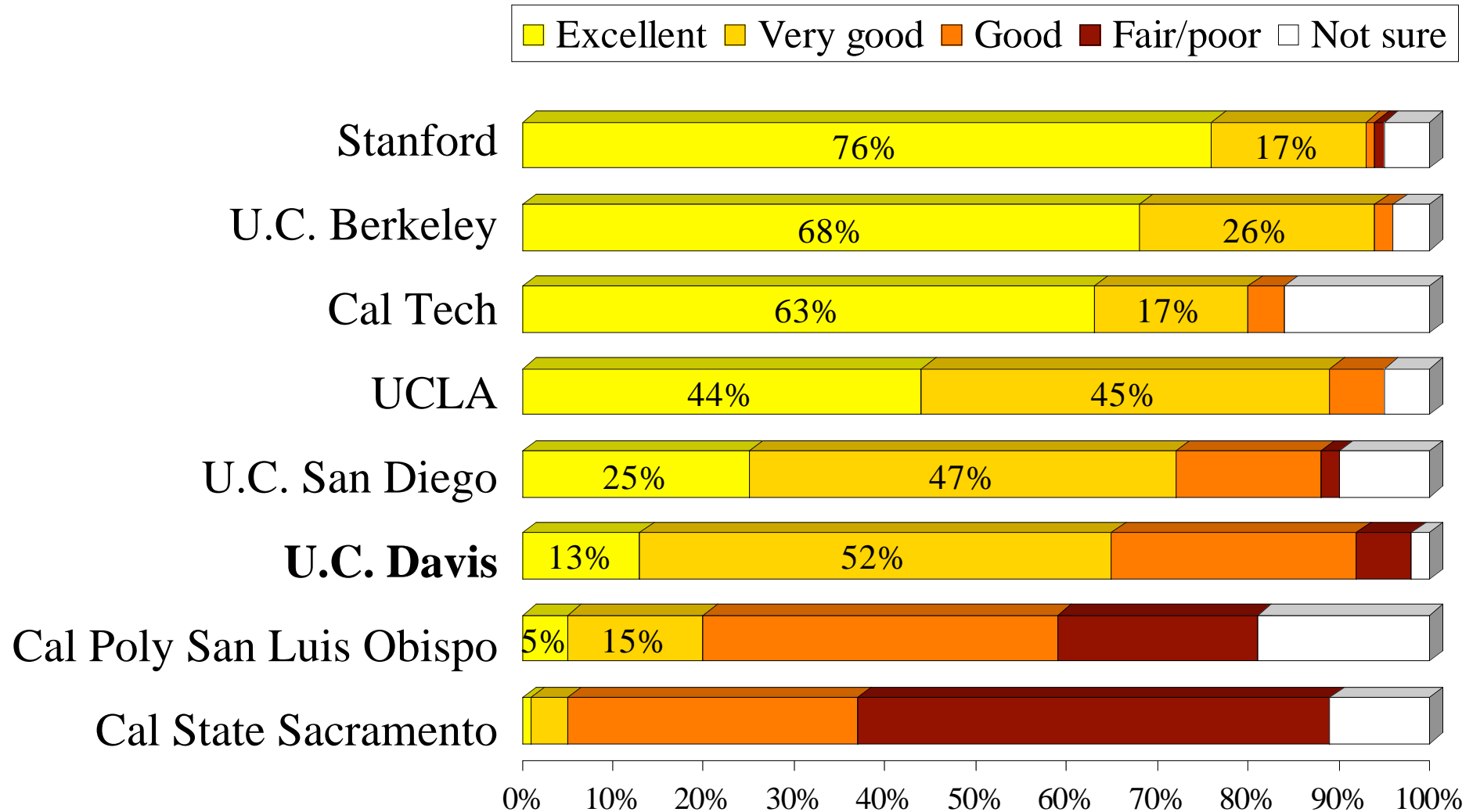


## Satisfaction with U.C. Davis as a Place to Work



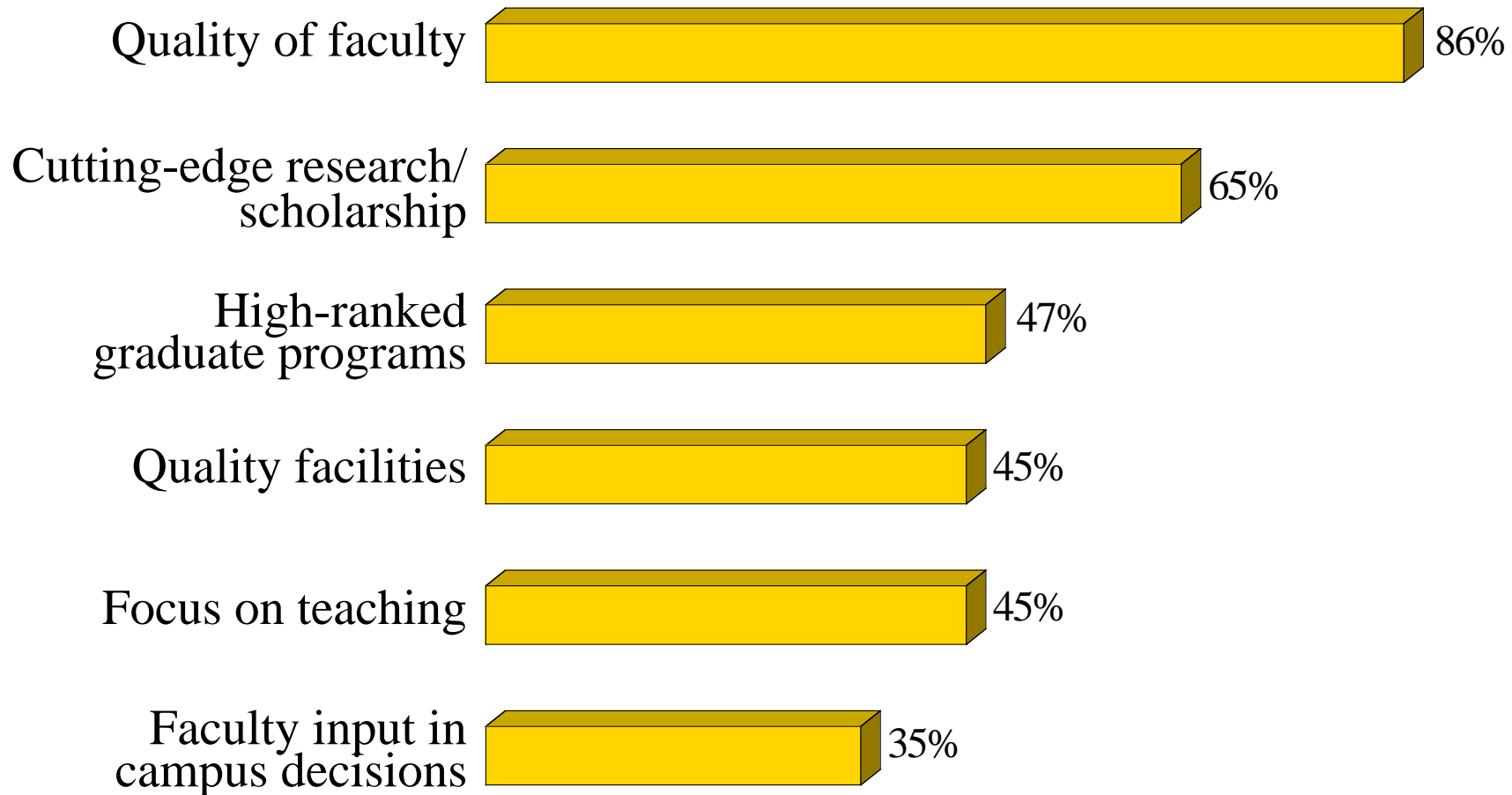
# U.C. Davis Very Good, Not Top Tier

Overall quality of selected CA universities



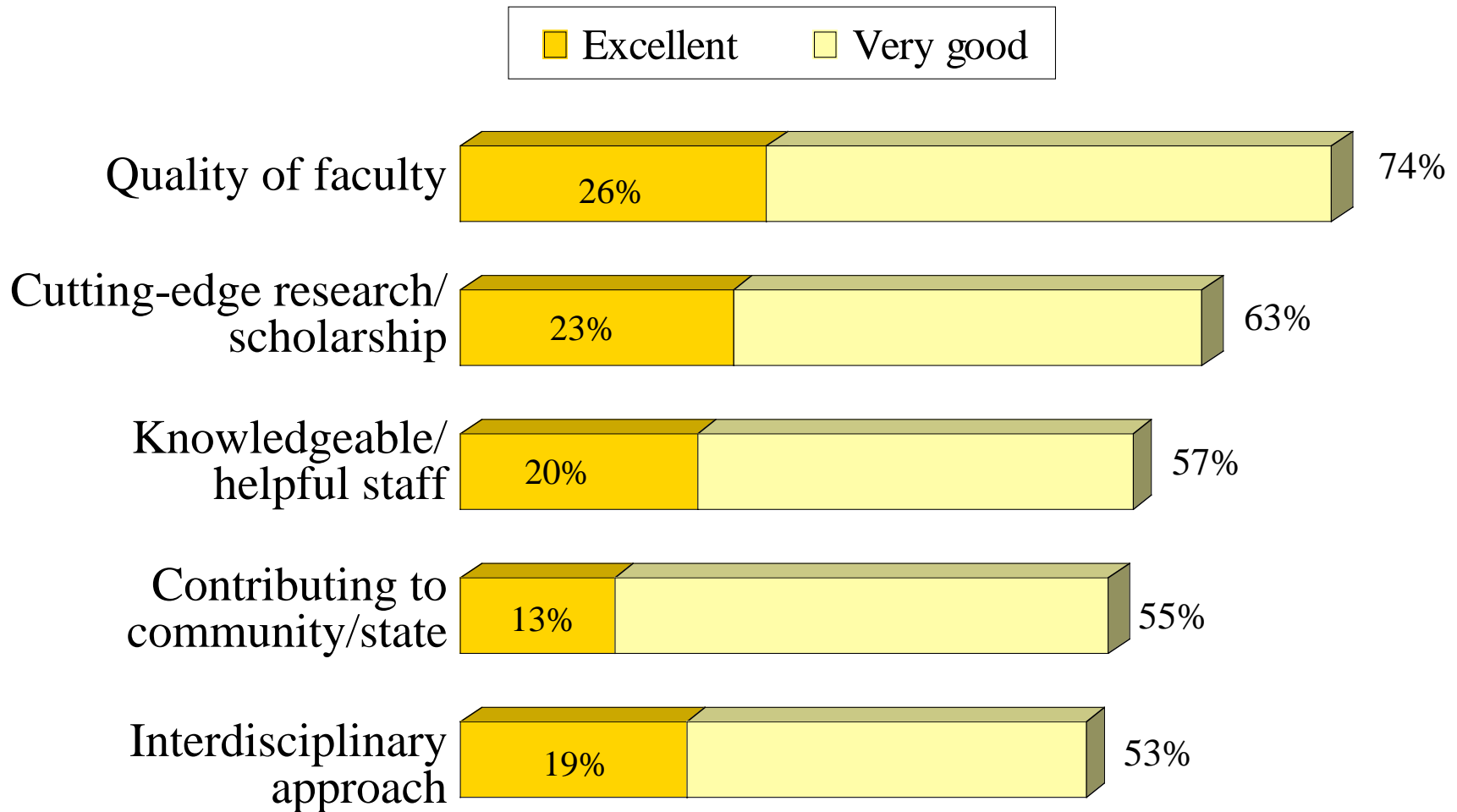
# Criteria For Judging Universities

■ Absolutely critical factor in judging a university



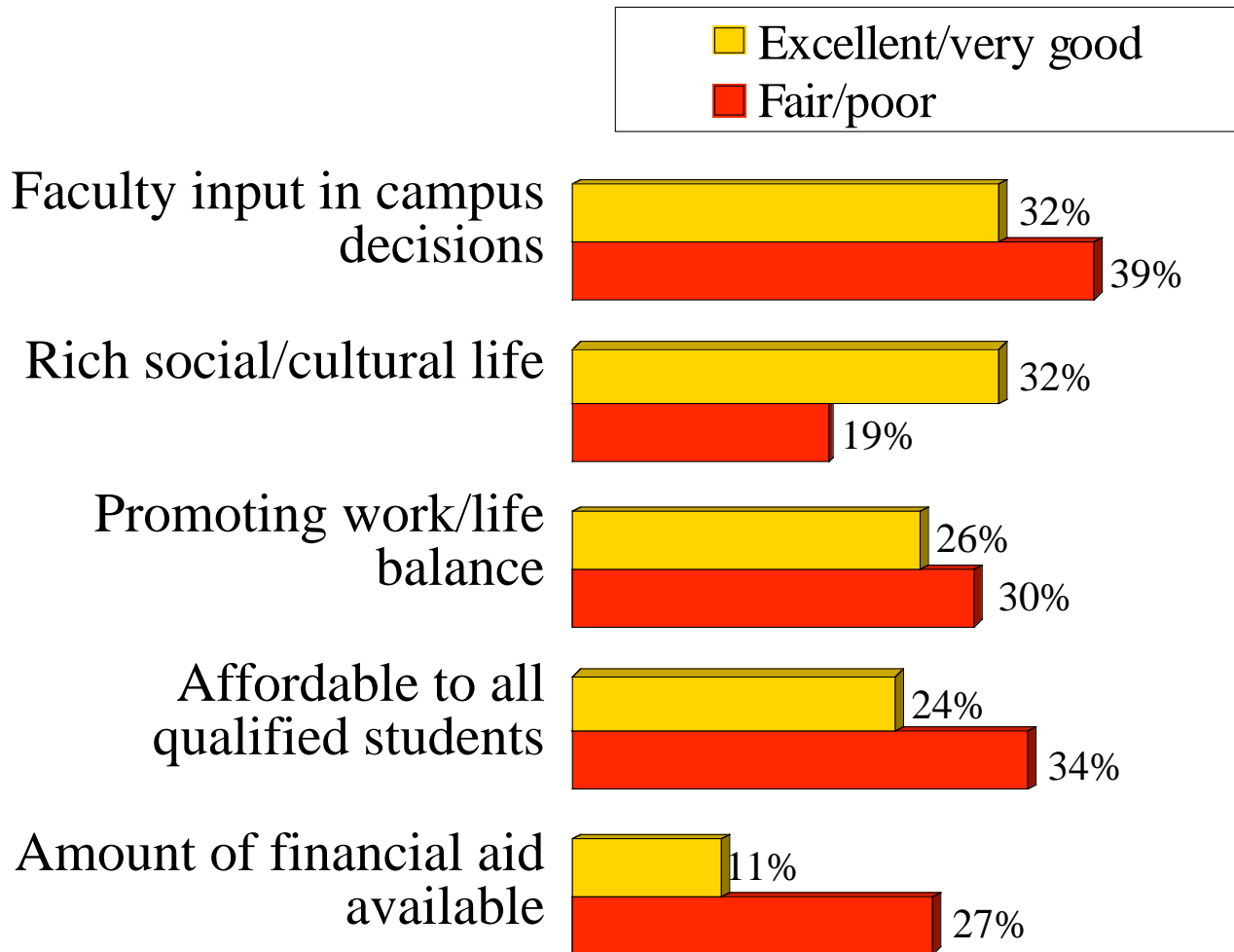
# What U.C. Davis Does Best

How would you rate U.C. Davis in the following areas?



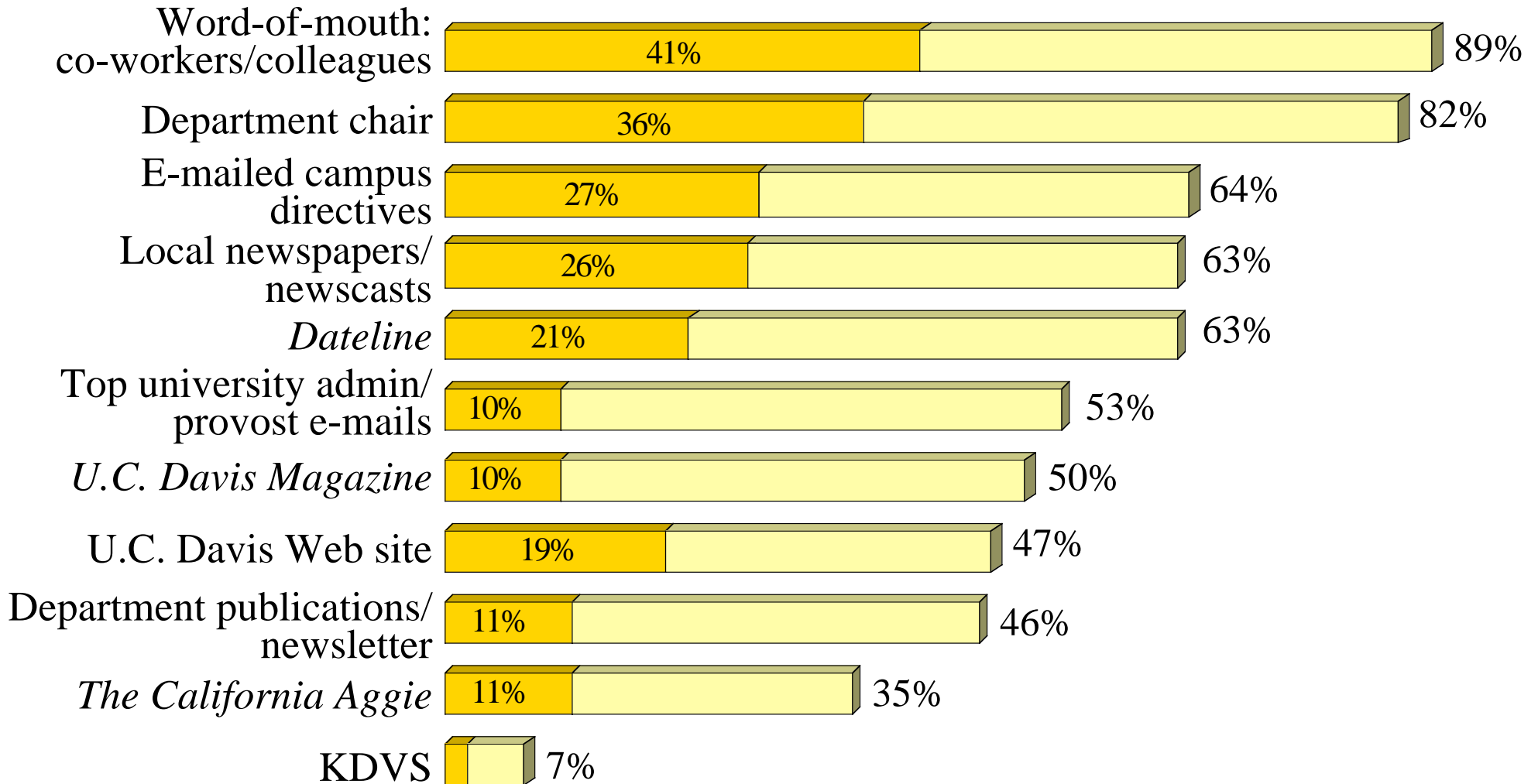
# Areas For Improvement

How would you rate U.C. Davis in the following areas?



# Faculty Sources Of Information

Use this source very often
  Use this source somewhat often



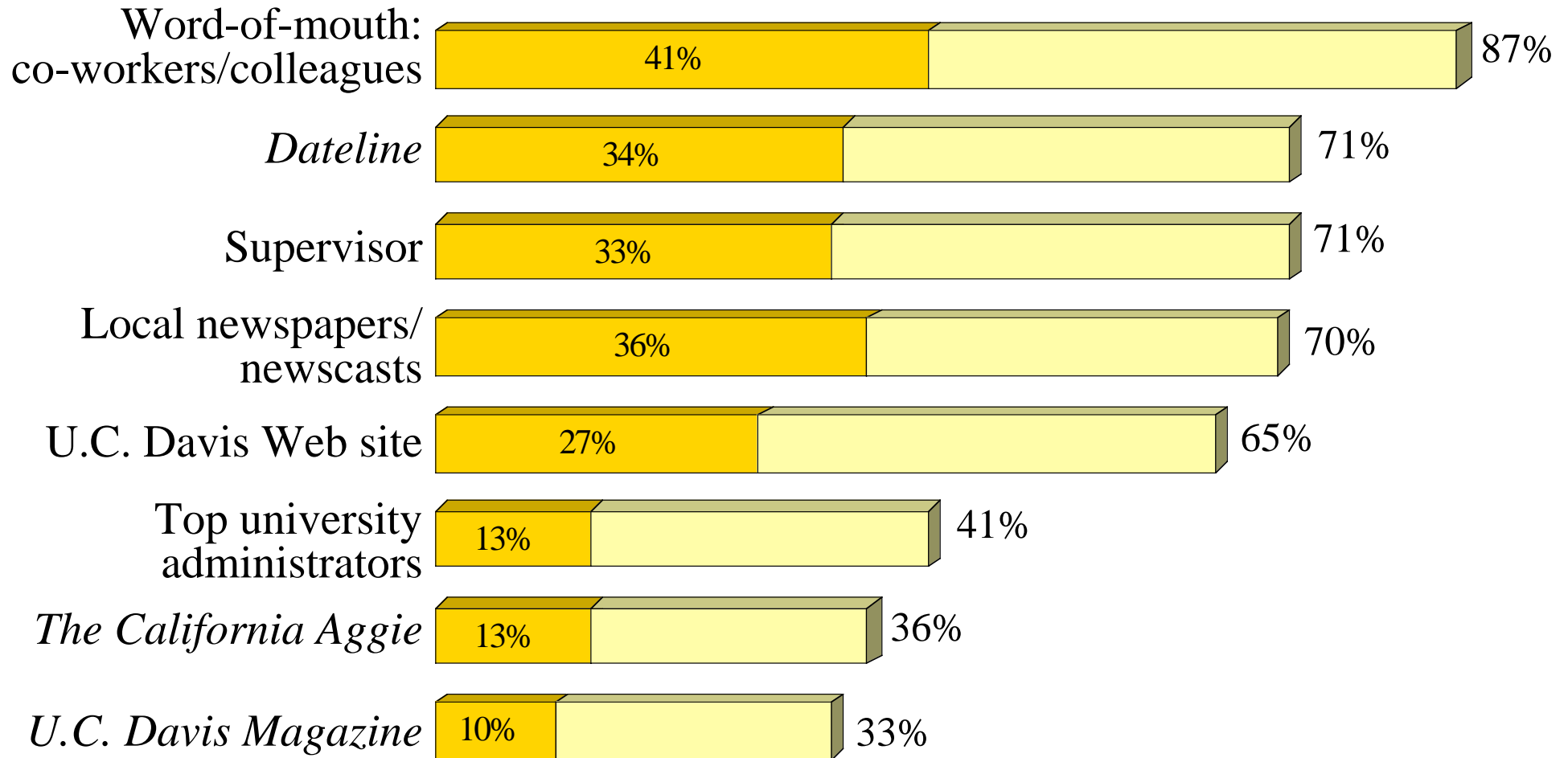
# U.C. Davis Staff

# Profile Of Staff

- They have seniority: 31% have worked at U.C. Davis for more than 15 years, 15% for 11 to 15 years, 15% for six to 10 years, 23% for three to five years, and 16% for two years or less.
- They tend to be older: 37% are age 50 or older, 42% are age 35 to 49, and 20% under age 35.
- Many have at least a college degree: 35% have done at least some postgraduate work, 31% have a bachelor's degree, and 33% have less than a four-year college degree.

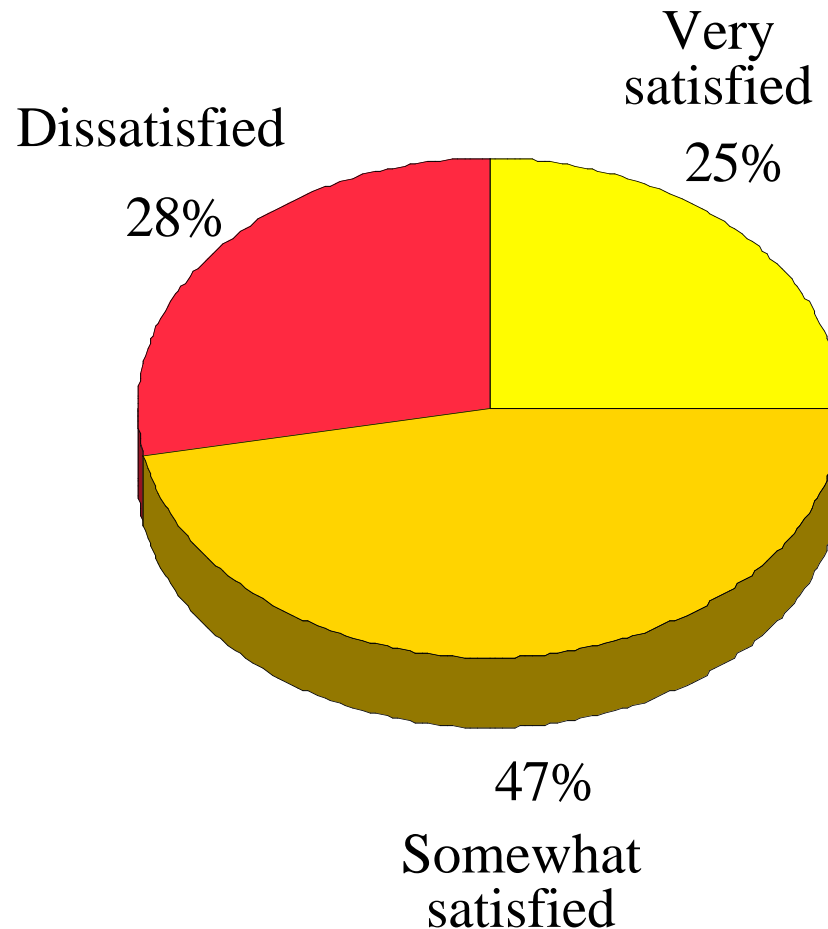
# Staff Sources Of Information

■ Use this source very often    ■ Use this source somewhat often



# U.C. Davis Staff Generally Satisfied

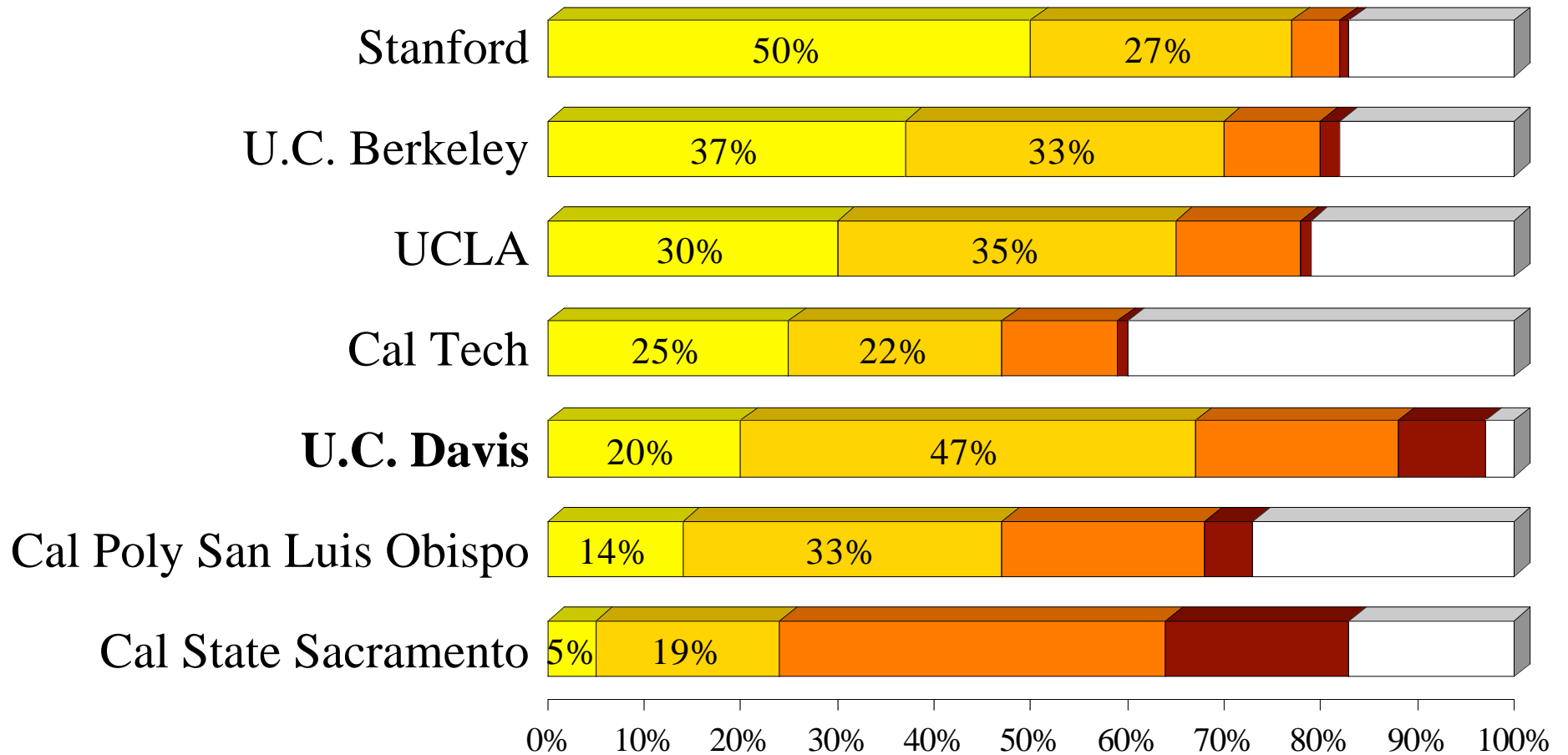
## Overall Job Satisfaction



# Staff Give U.C. Davis High Ratings

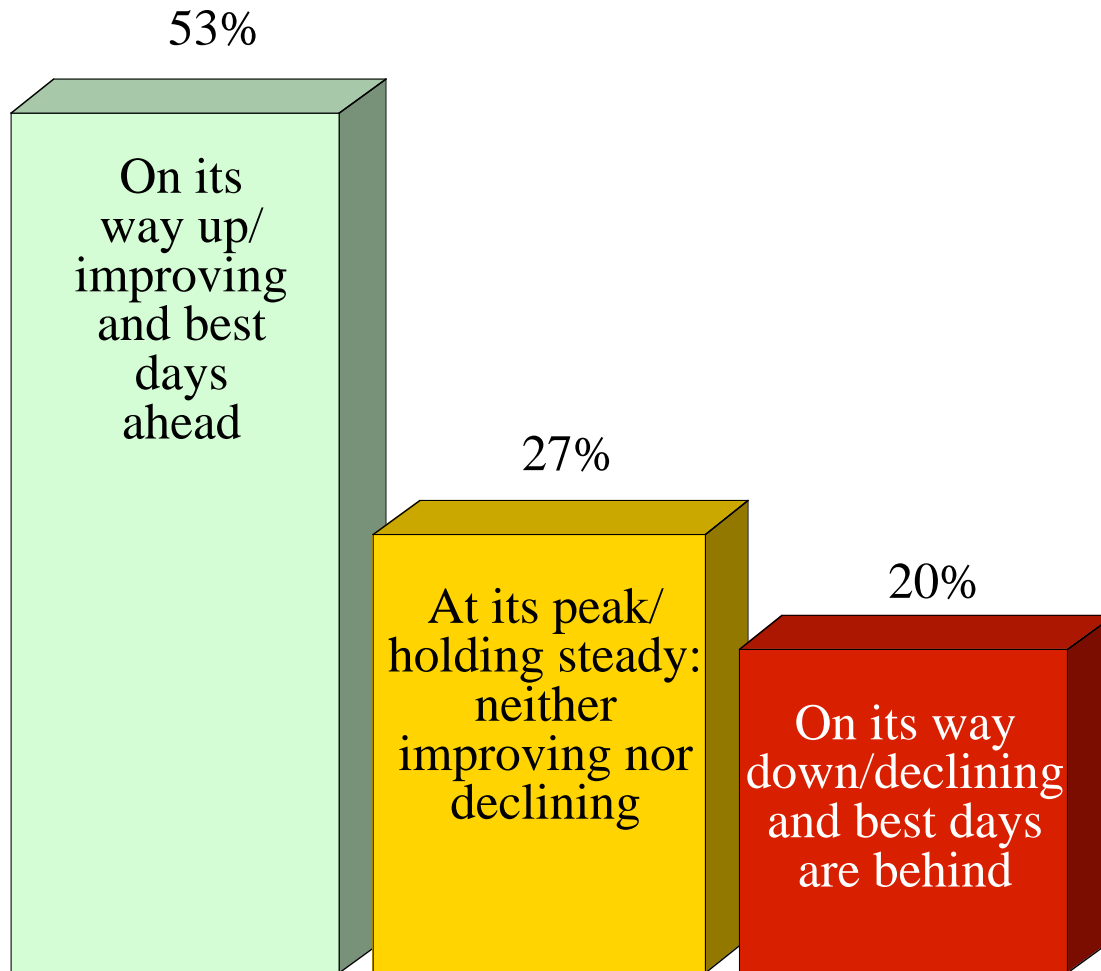
Overall quality of selected CA universities

■ Excellent ■ Very good ■ Good ■ Fair/poor ■ Not sure



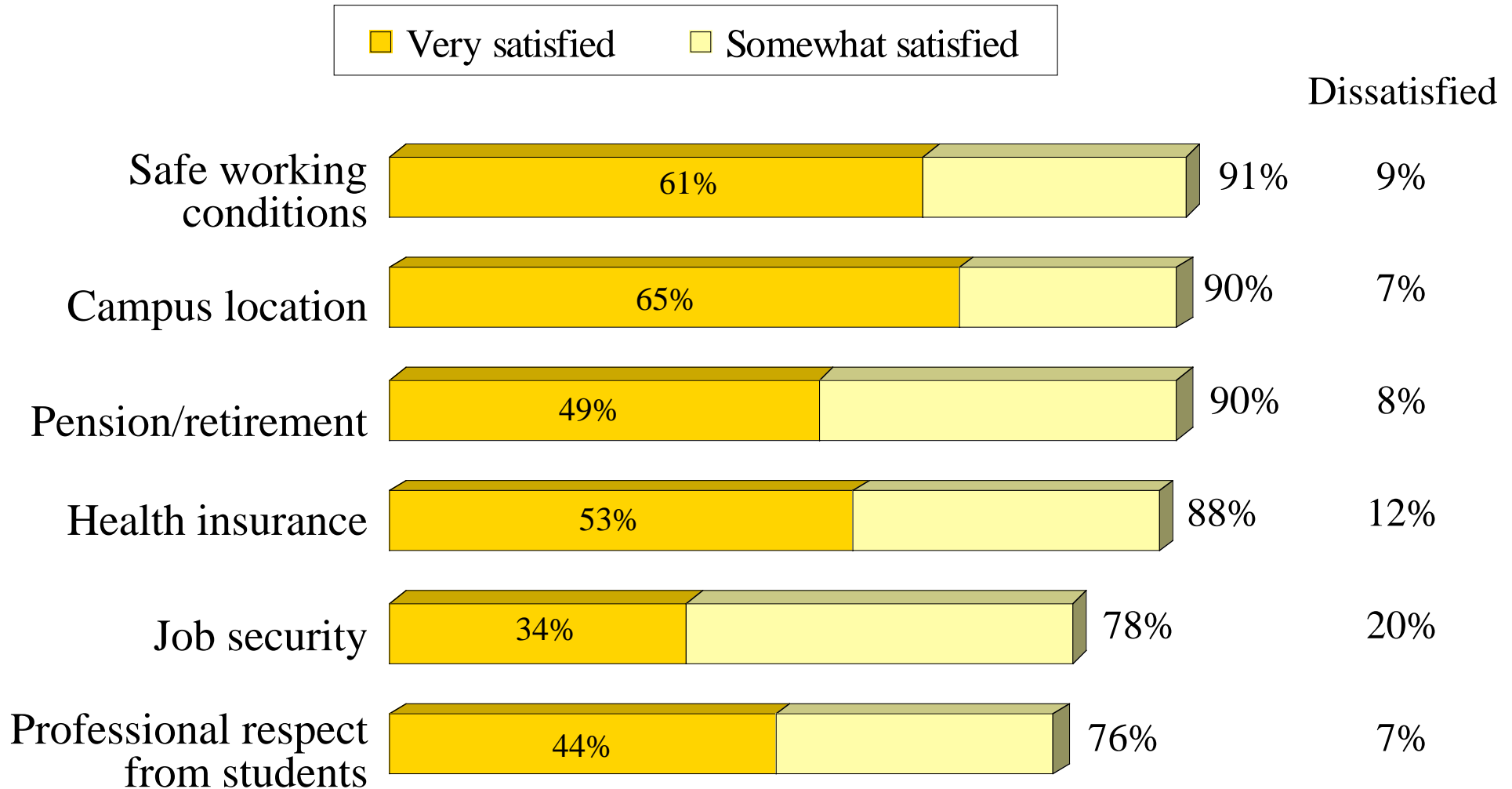
# U.C. Davis On Its Way Up

Which statement best describes U.C. Davis?



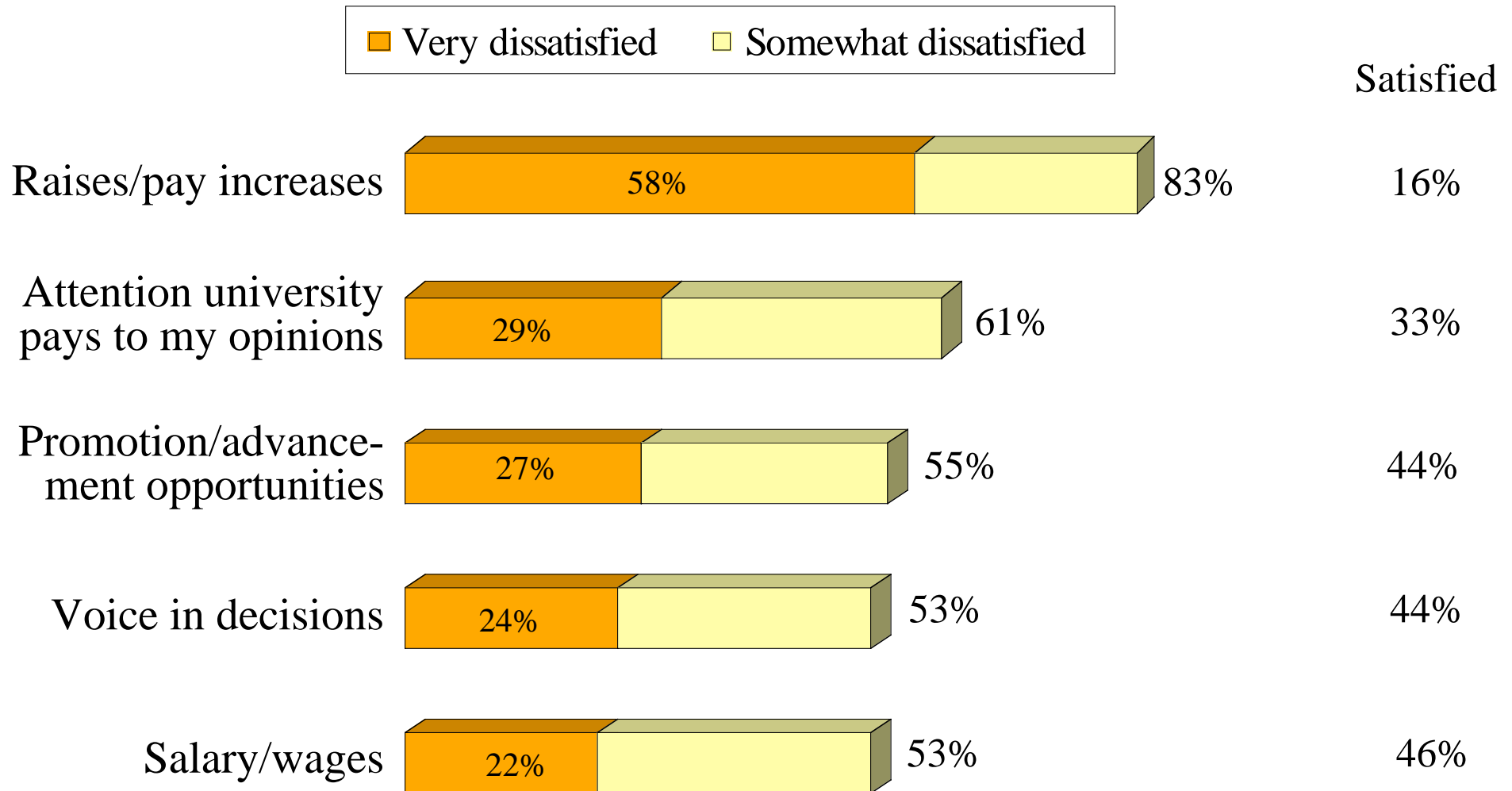
# Areas Of Strong Satisfaction

How satisfied are you with the following aspects of working at U.C. Davis?



# Areas Of Dissatisfaction

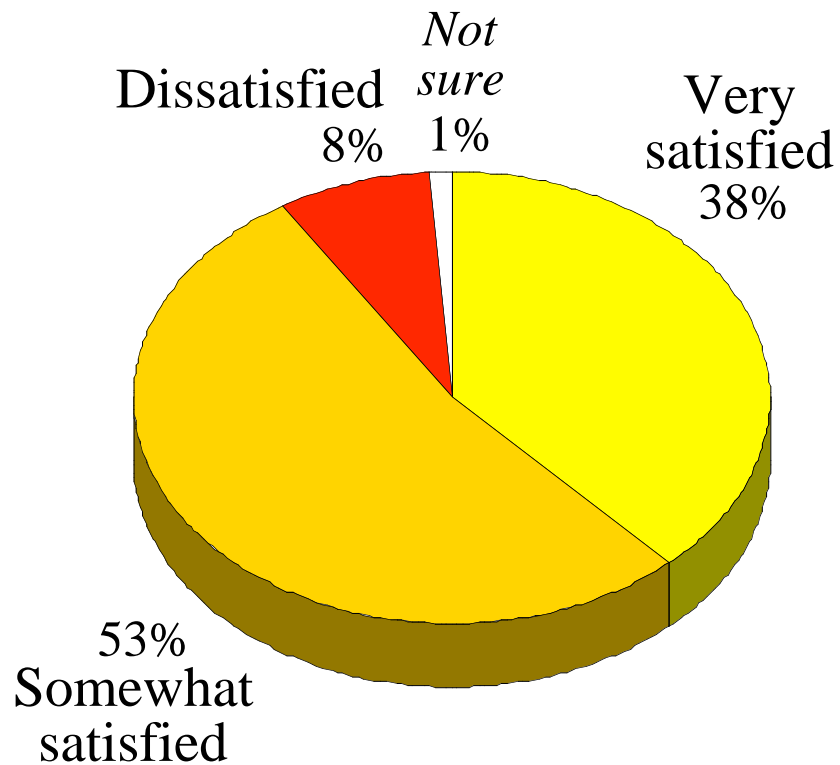
How satisfied are you with the following aspects of working at U.C. Davis?



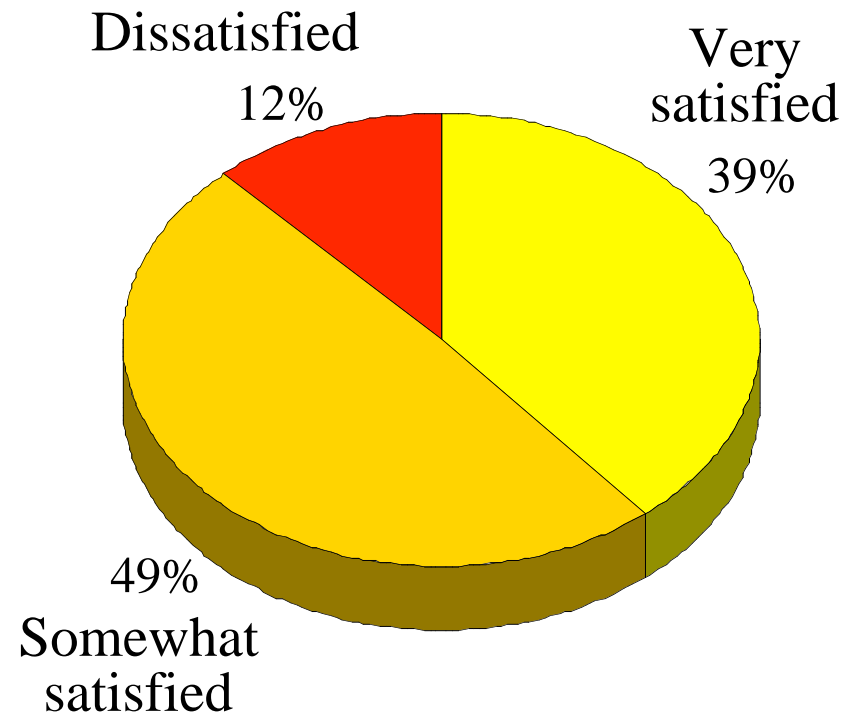
# U.C. Davis Students

# Students Happy At U.C. Davis

## Undergraduates



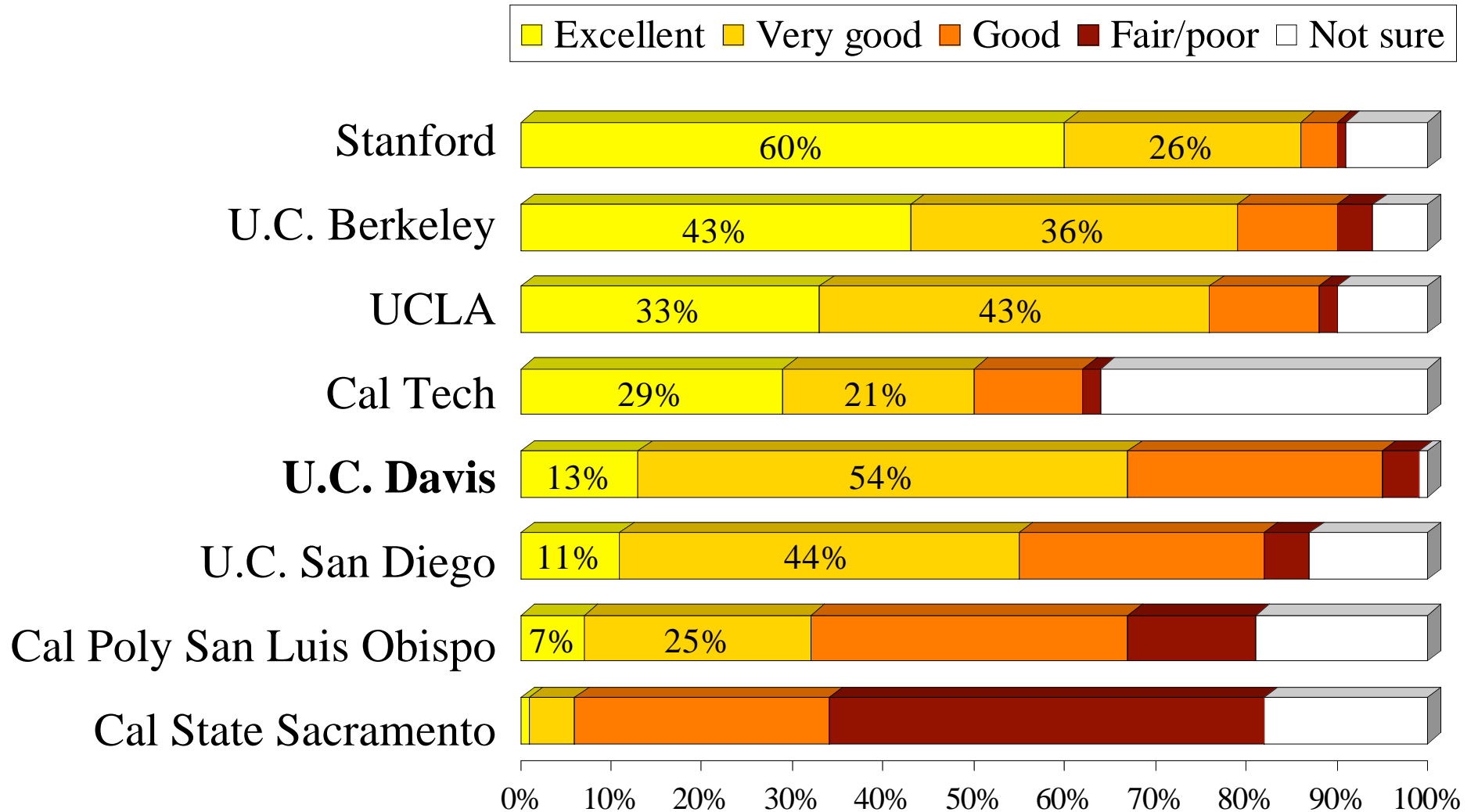
## Graduate Students



91% would recommend U.C. Davis to prospective students

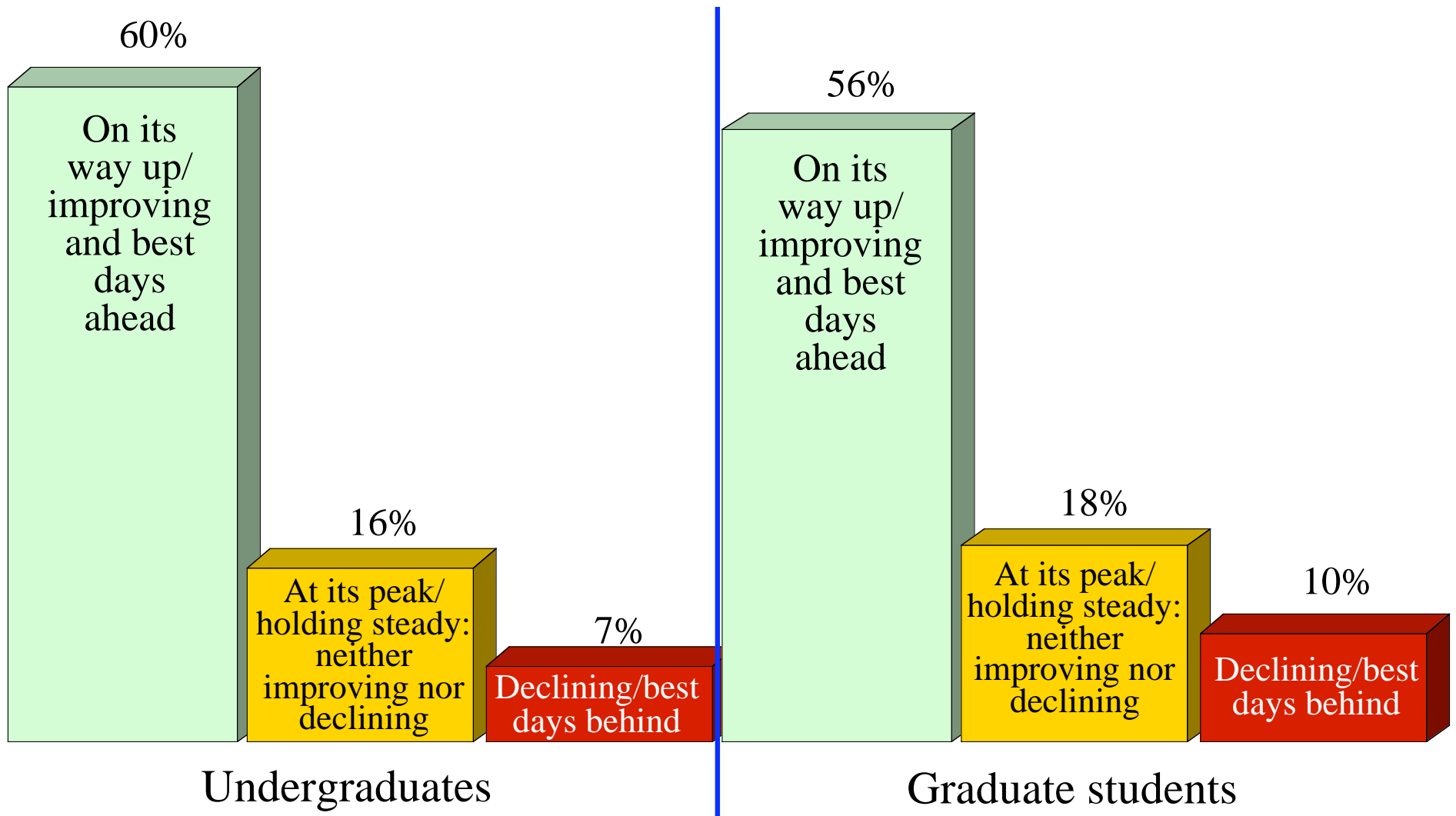
# U.C. Davis Behind The Top Tier

Overall quality of selected CA universities



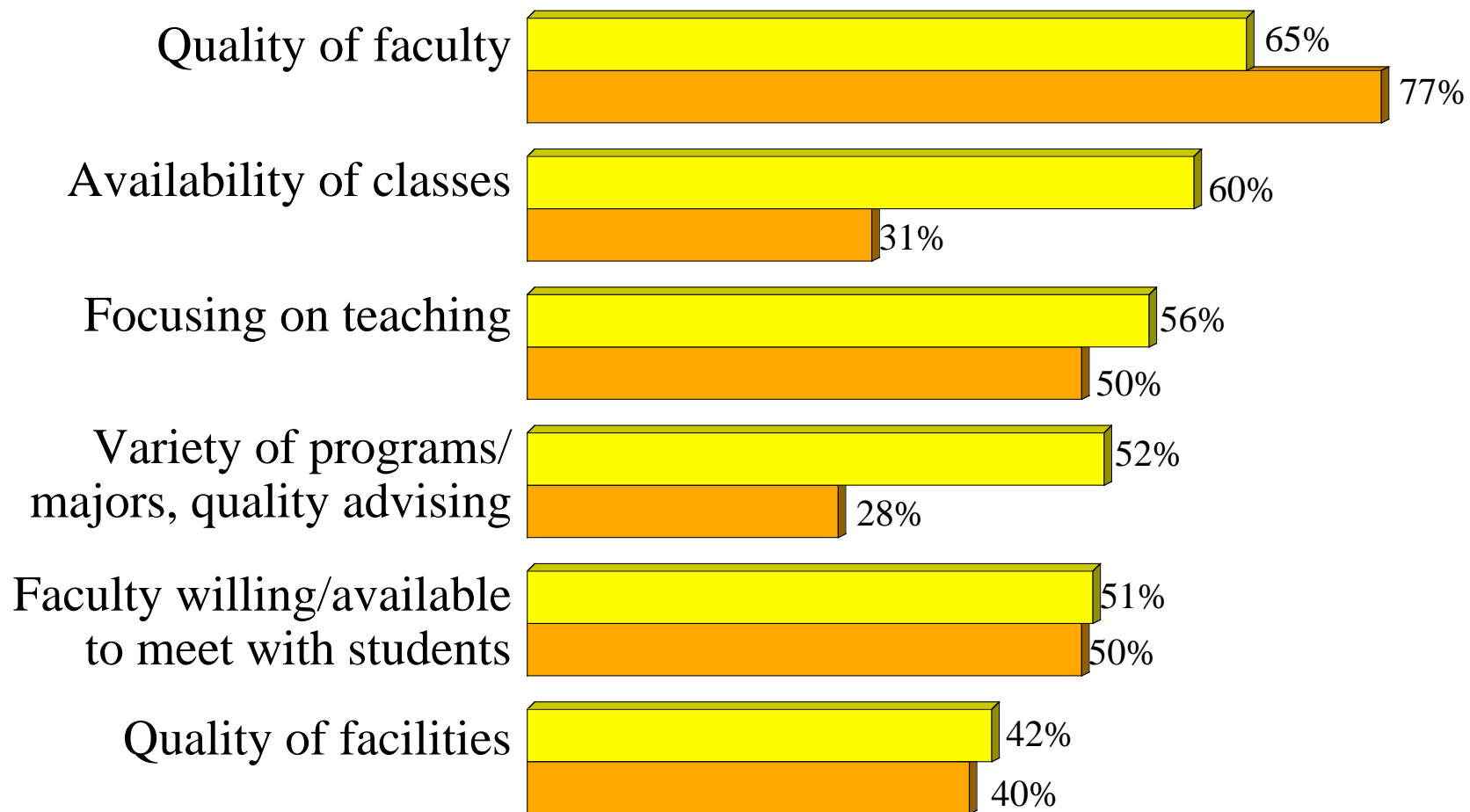
# U.C. Davis On Its Way Up

Which statement best describes U.C. Davis?



# Criteria For Judging Universities

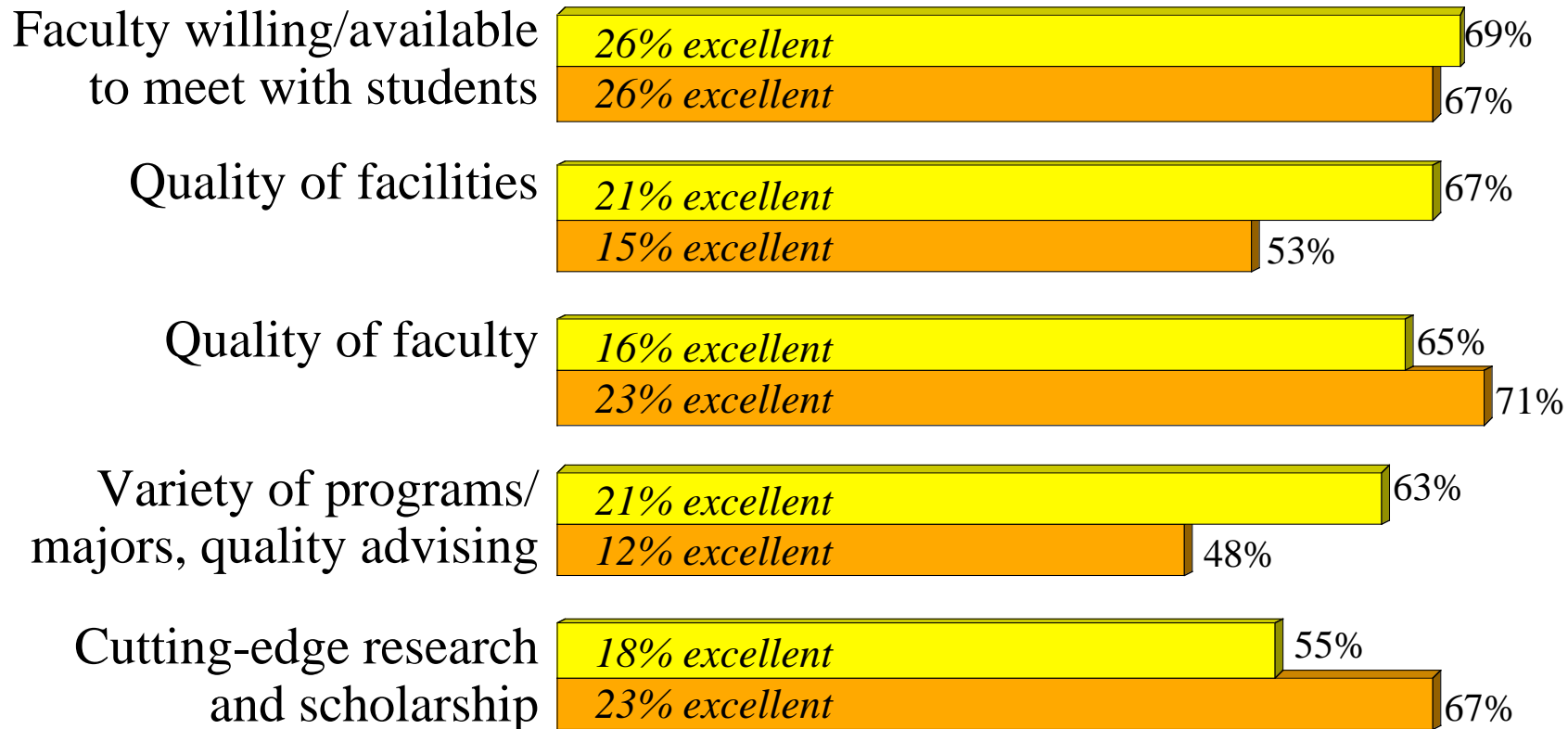
- Undergraduates saying each is absolutely critical in judging a university
- Graduate students saying each is absolutely critical in judging a university



# What U.C. Davis Does Best

How would you rate U.C. Davis in the following areas?

- Undergraduates rating U.C. Davis as excellent/good
- Graduate students rating U.C. Davis as excellent/good

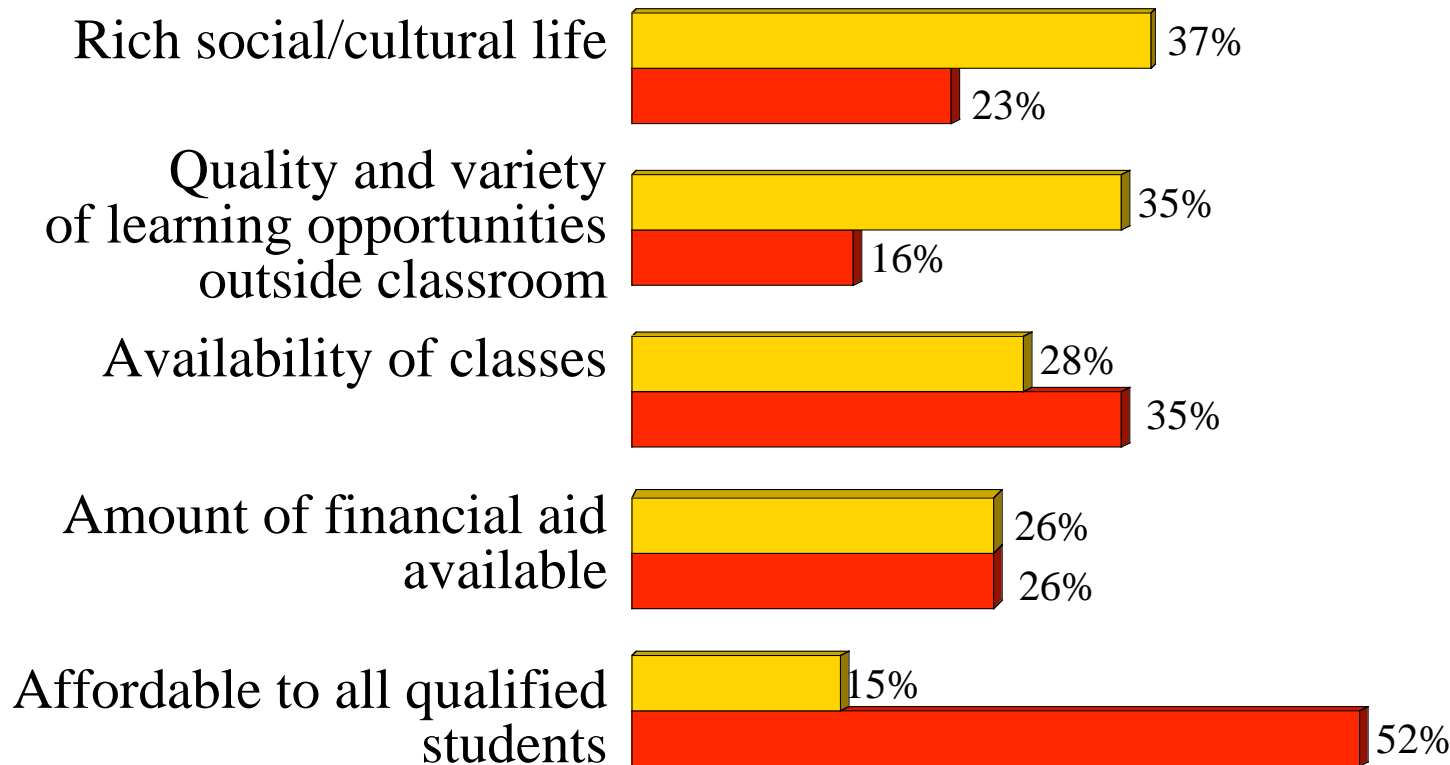


# Areas For Improvement

How would you rate U.C. Davis in the following areas?



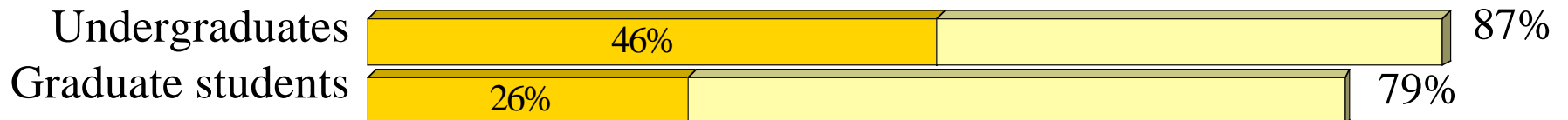
*All students*



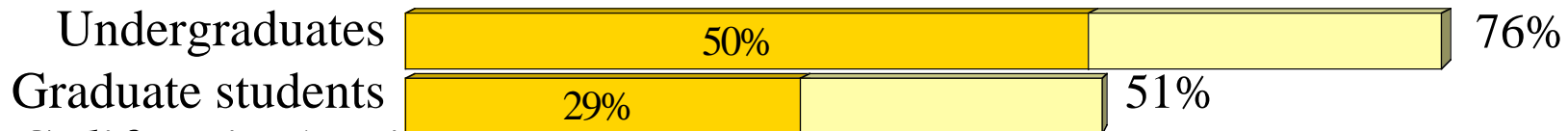
# Students' Top Information Sources

■ Use this source very often    ■ Use this source somewhat often

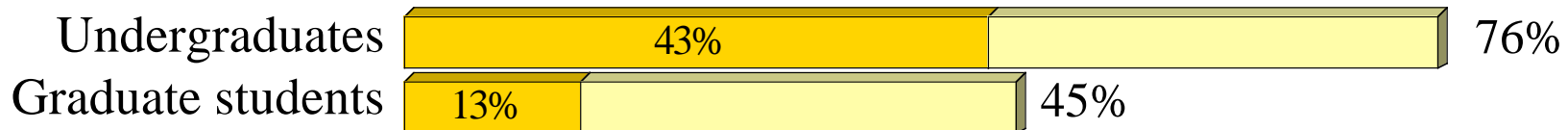
## Word-of-mouth/fellow students



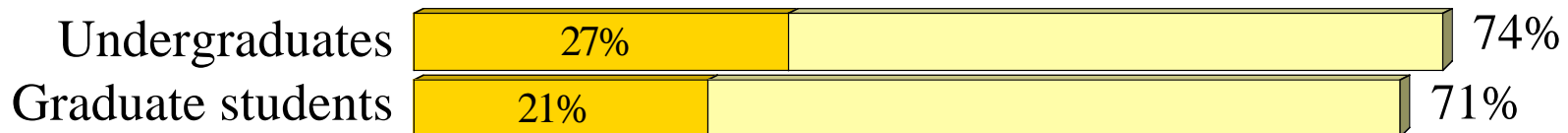
## MyUCDavis Web portal



## The California Aggie



## My professors



## E-mailed campus announcements



# Students' Less Important Info Sources

■ Use this source very often    ■ Use this source somewhat often

## Local newspapers/newscasts

Undergraduates 31%

Graduate students 37%

## Academic dept. publications/newsletters

Undergraduates 27%

Graduate students 49%

## Top university administrators

Undergraduates 15%

Graduate students 15%

## AS PAPERS

Undergraduates 14%

Graduate students 4%

## KDVS, student radio station

Undergraduates 8%

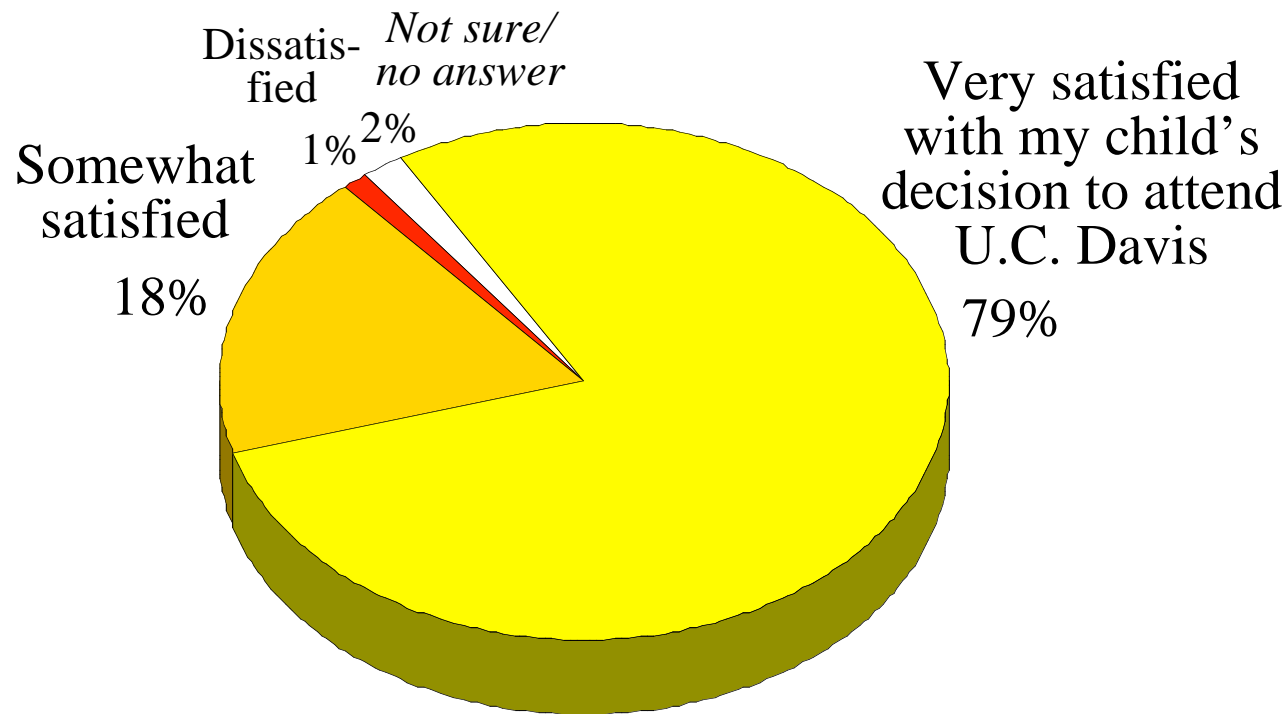
Graduate students 10%

# U.C. Davis Parents

# Profile Of Parents

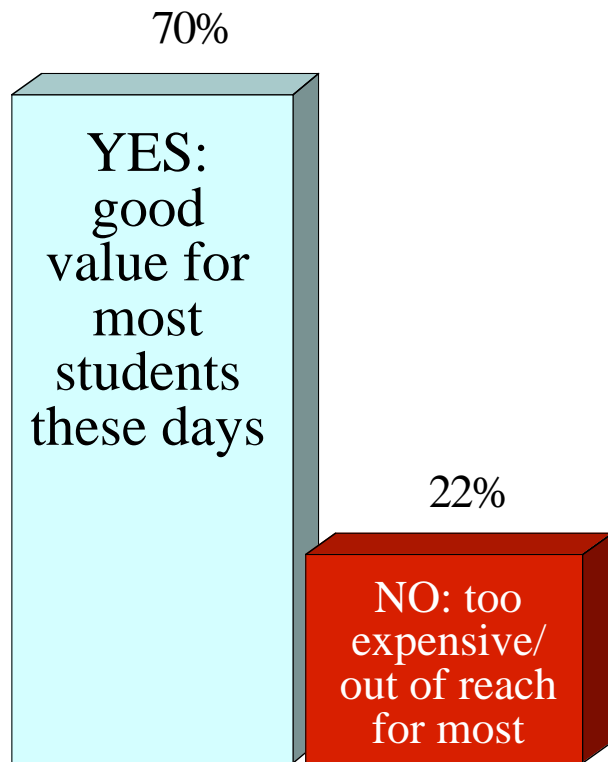
- 26% are parents of freshmen, 22% are parents of sophomores, 21% are parents of juniors, 29% are parents of seniors, and 2% are parents of graduate students.
- 11% say that they or their child's other parent attended U.C. Davis.
- 72% have a four-year college degree or higher education.
- 66% have an annual household income of \$75,000 or more (including 47% at \$100,000 or more).
- 64% are white, 24% are Asian, 4% are Hispanic, and 2% are African American.

# Parents Very Satisfied With Child's Decision To Attend U.C. Davis



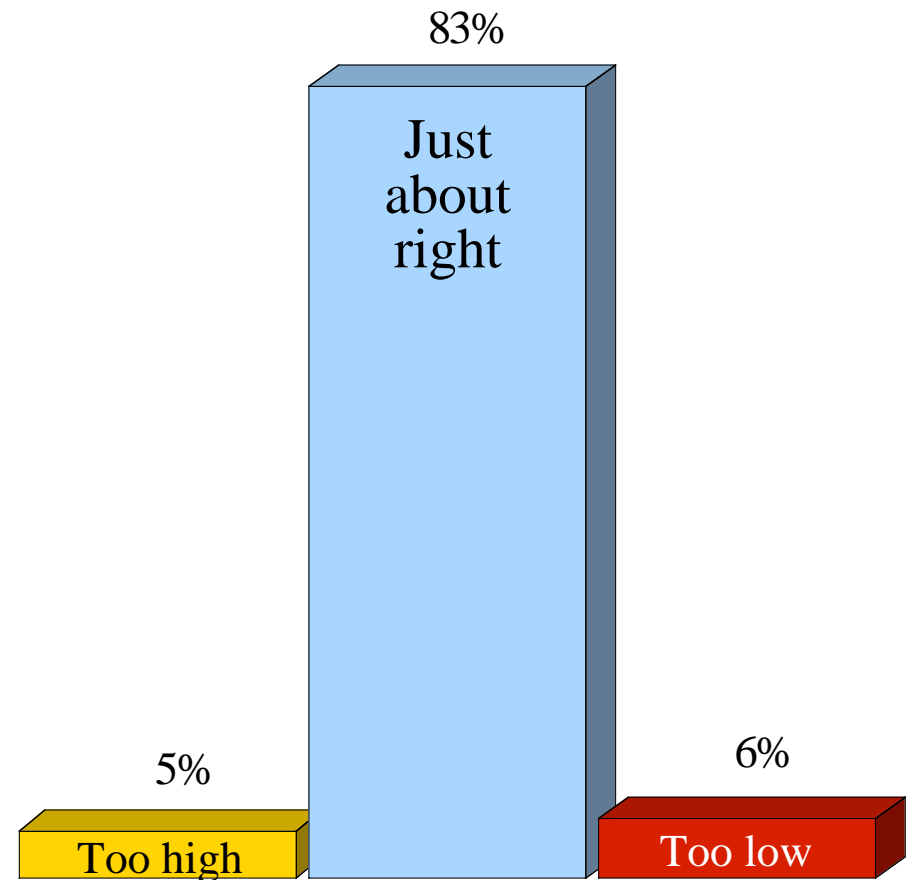
# Parents Believe They Receive Good Value & Admissions Standards Good

Is a U.C. Davis education a good value for most?



Parents

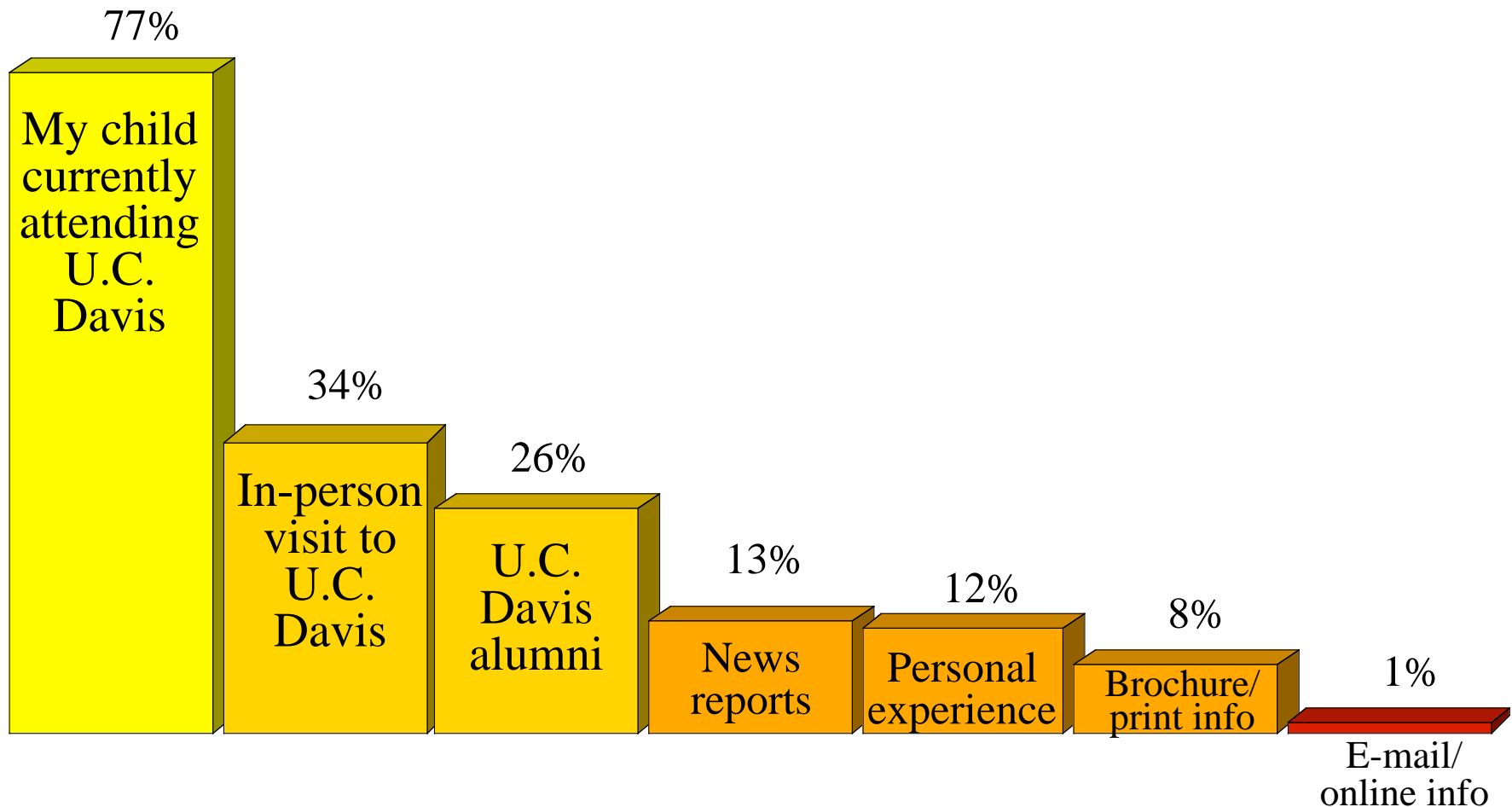
Admissions standards at U.C. Davis are:



U.C. Davis Stakeholders/Hart Research

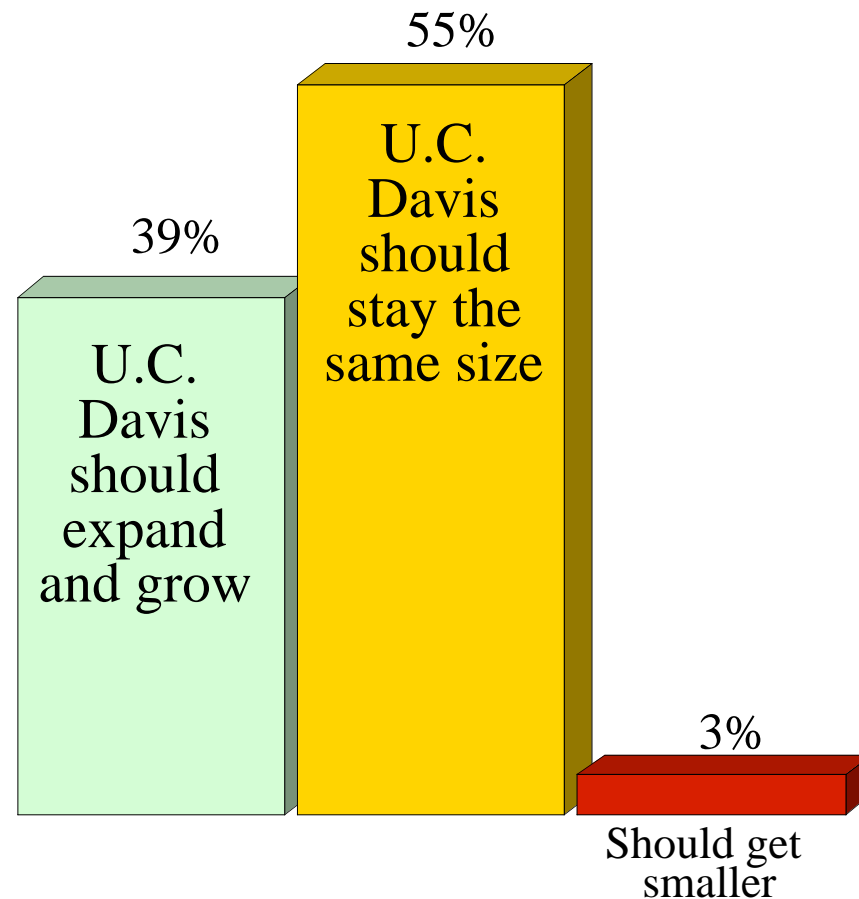
# Parents' Perceptions Of U.C. Davis Mostly Driven By Students

Which one/two of the following have had the greatest influence on your perceptions of U.C. Davis?



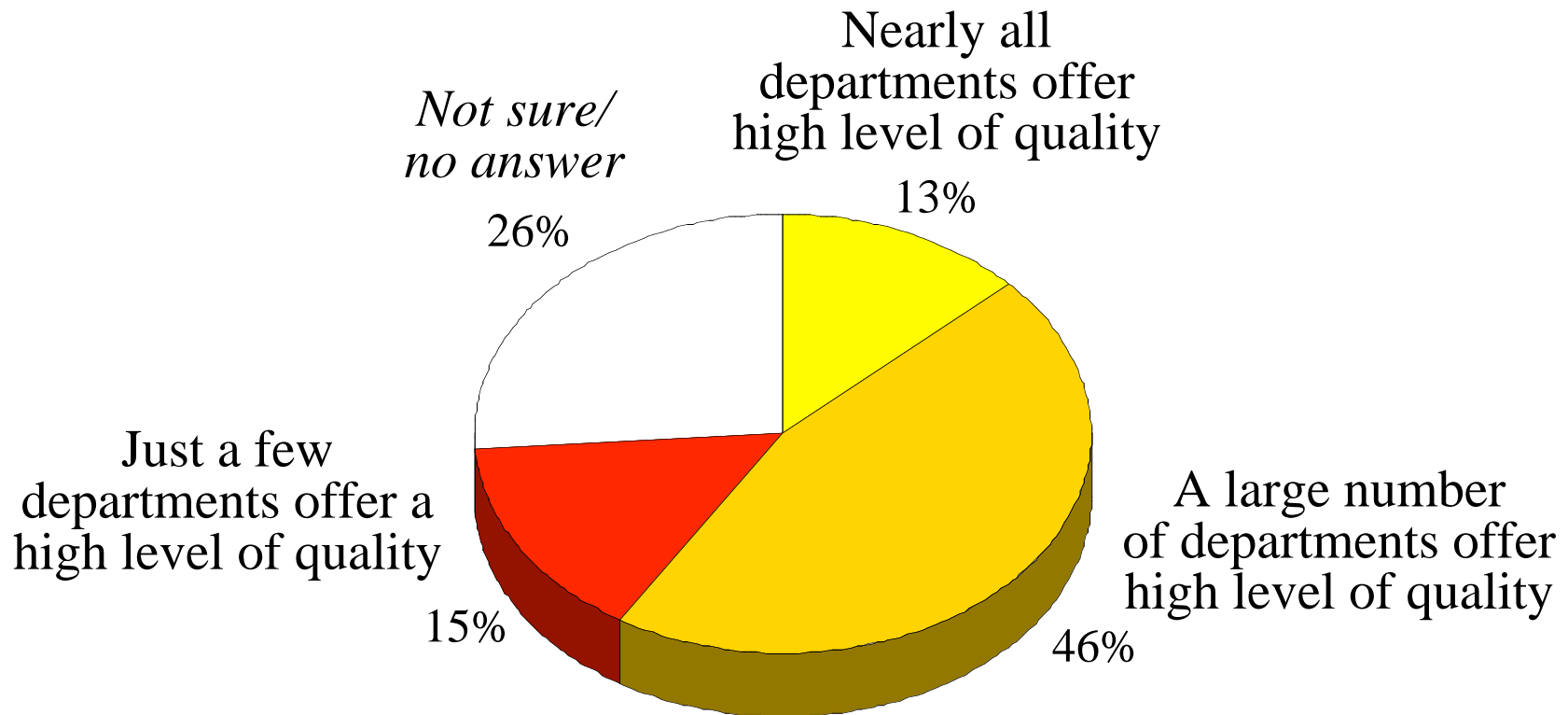
# Although Most Parents Like Status Quo, Many Want University To Expand

Should U.C. Davis expand and grow . . . so it can accept more students and increase . . . cutting-edge research, stay about the same size, or shrink and become smaller?



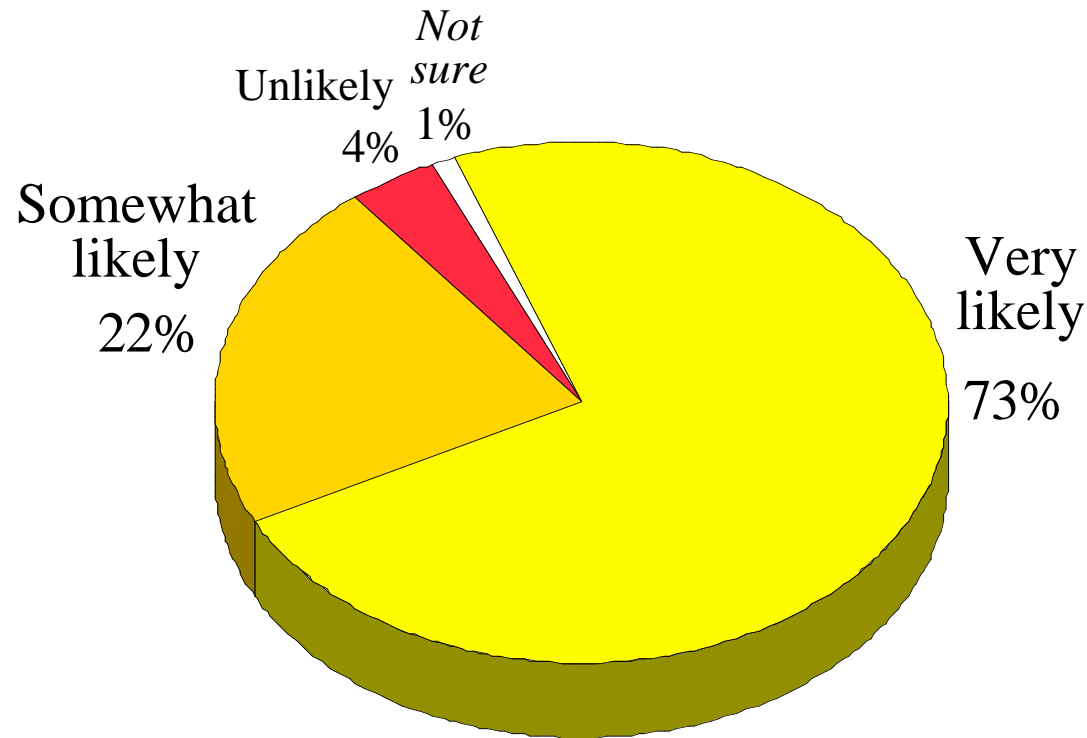
# Many Parents See Broad Academic Quality

Overall, would you say U.C. Davis has just a few top-notch departments . . . or that nearly all departments offer a high level of quality?



# Most Parents Would Recommend U.C. Davis To Others

How likely would you be to recommend U.C. Davis to a close friend/family member applying to college/graduate school?



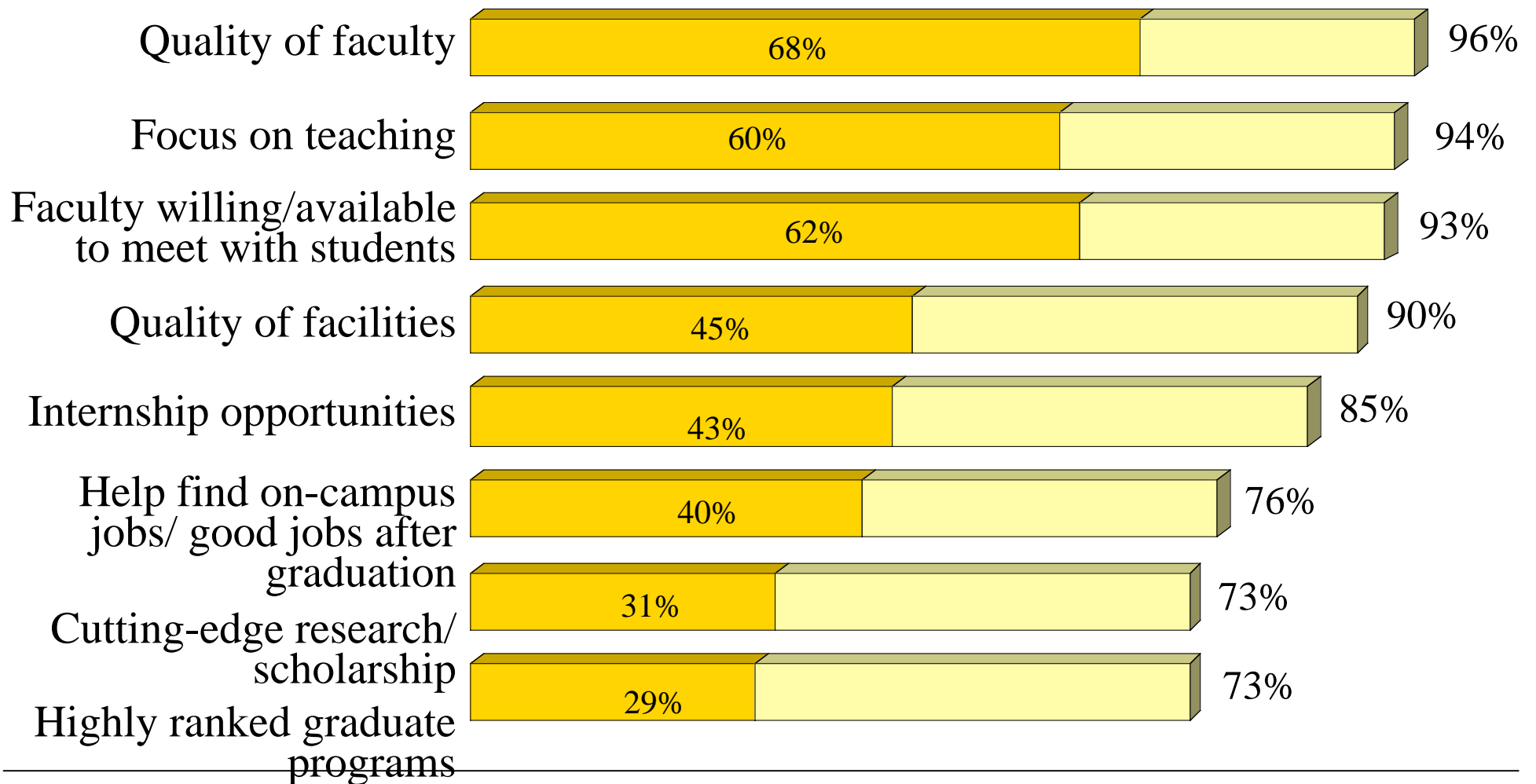
# Academics/Community Top Reasons For Recommending U.C. Davis

Why would you recommend U.C. Davis to family/friend?

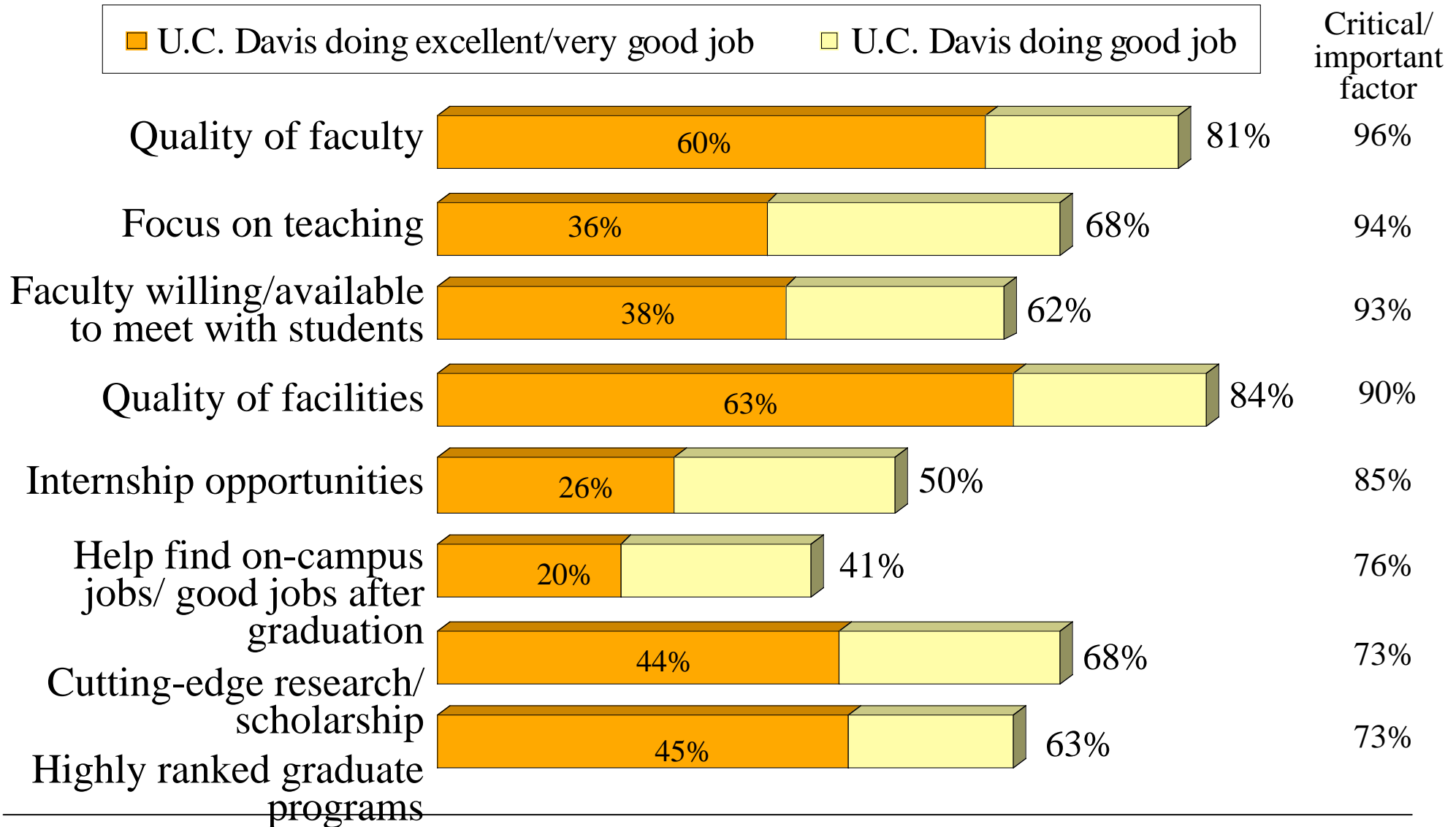
Quality education, high academic standards, good schools	29%
Community atmosphere, good environment	27%
High-ranking reputation, highly regarded, top-notch school	18%
Good location, close to home, close to Bay Area	17%
Quality faculty, excellent faculty/staff	14%
Variety of programs, academic choices	13%
Small town, rural; small-town feeling	11%
Affordable education	8%

# Parents' Factors In Judging A University

■ Absolutely critical factor in judging a university      ■ Very important factor



# Parents' Factors In Judging A University



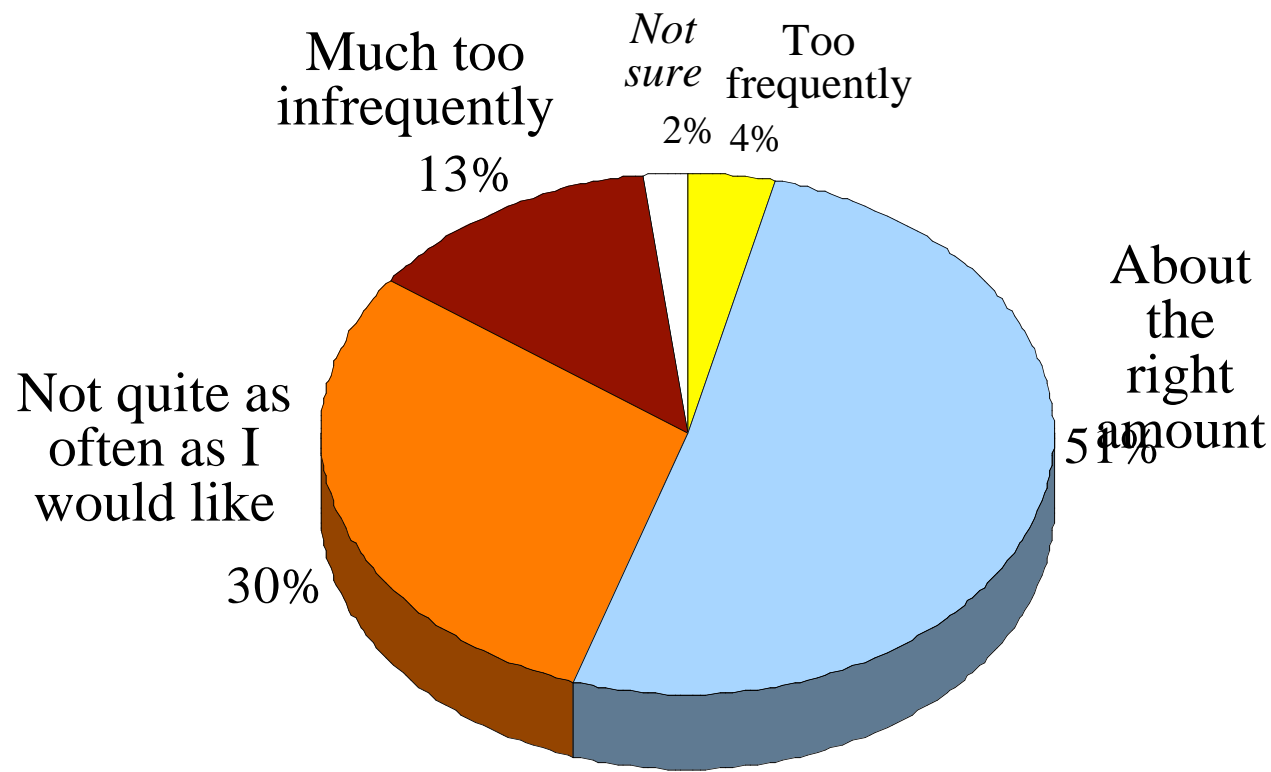
# Factors That Contribute To Making U.C. Davis A Special Place

*(% rating each as a very important factor: 6-7 on seven-point scale)*

- 69% Although U.C. Davis is a major research university, it also provides high-quality teaching
- 65% U.C. Davis has the broadest range of academic offerings of the UC campuses . . .
- 64% U.C. Davis plays a leadership role in biological sciences & cutting-edge genetic research
- 63% U.C. Davis has a long history as a leading national institution in agricultural and environmental sciences
- 63% *U.S. News & World Report* ranks U.C. Davis 11<sup>th</sup> among top public universities nationally
- 62% U.C. Davis faculty ranks 16<sup>th</sup> in quality among public universities nationwide . . .
- 60% U.C. Davis is one of the top centers of excellence in veterinary medicine

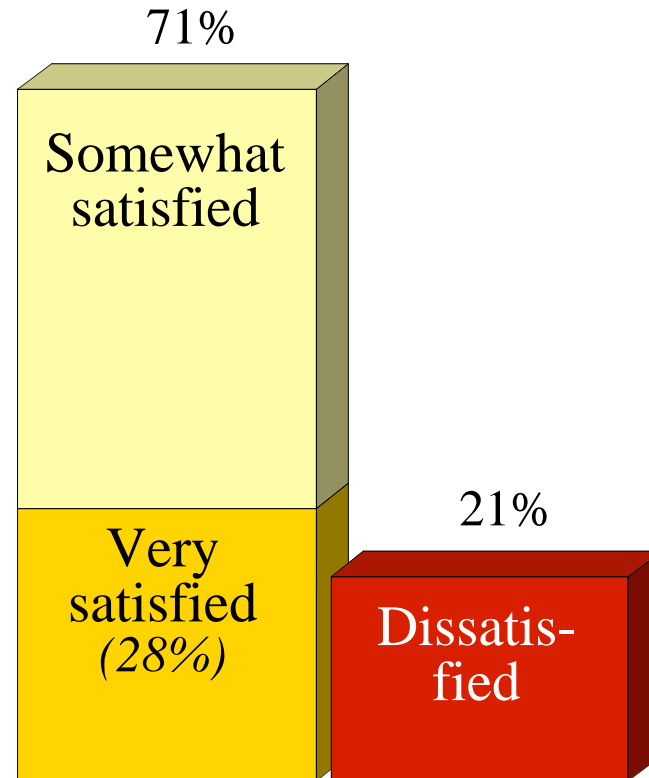
# A Number Of Parents Want To Hear From U.C. Davis More Frequently

Thinking only of my role as a parent of a U.C. Davis student, U.C. Davis communicates with me:



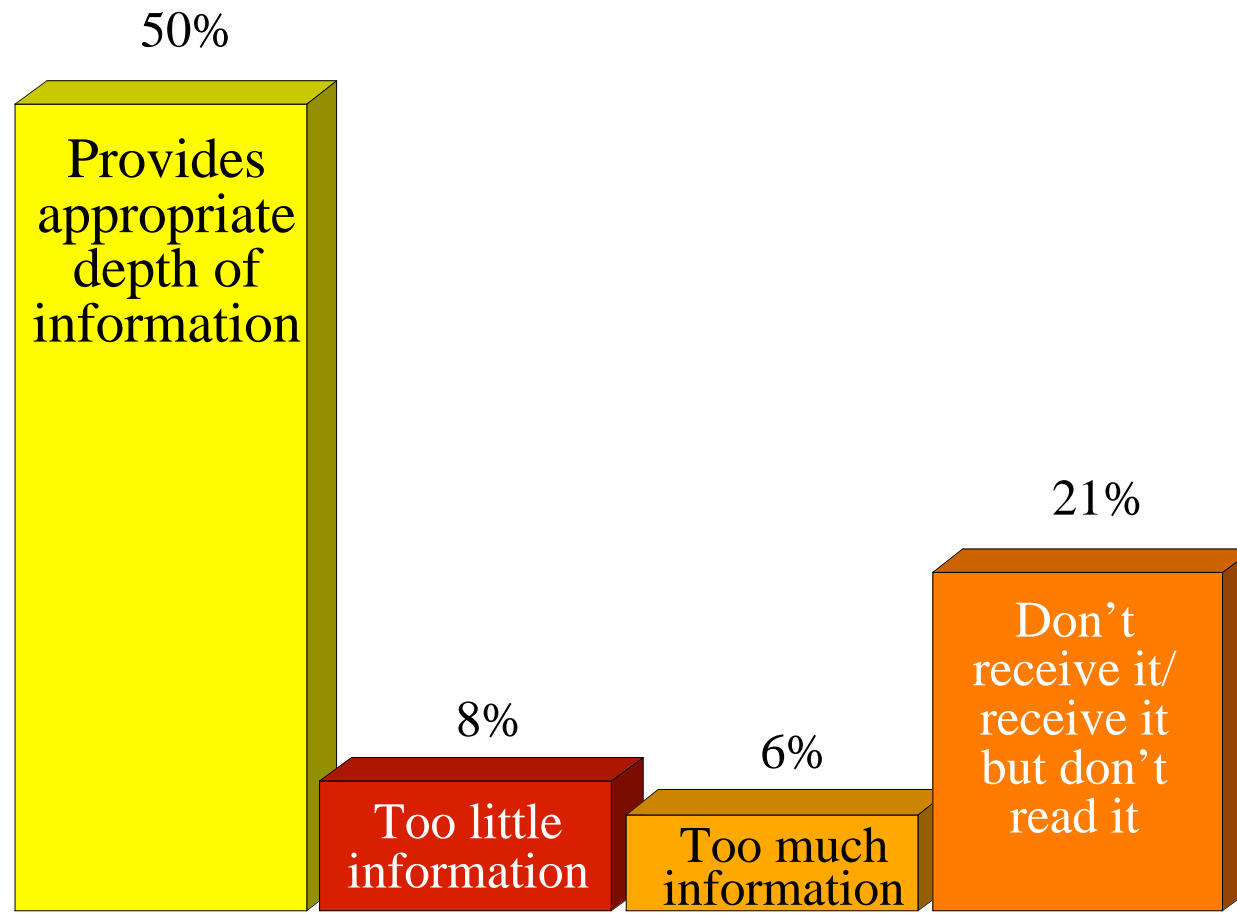
# Parents Satisfied With Quality Of Communications From U.C. Davis

How satisfied are you with the quality of the information in U.C. Davis' contacts with you?



# Parents Say *U.C. Davis Magazine* Tells Them What They Need To Know

How would you describe your impression of *U.C. Davis Magazine*?



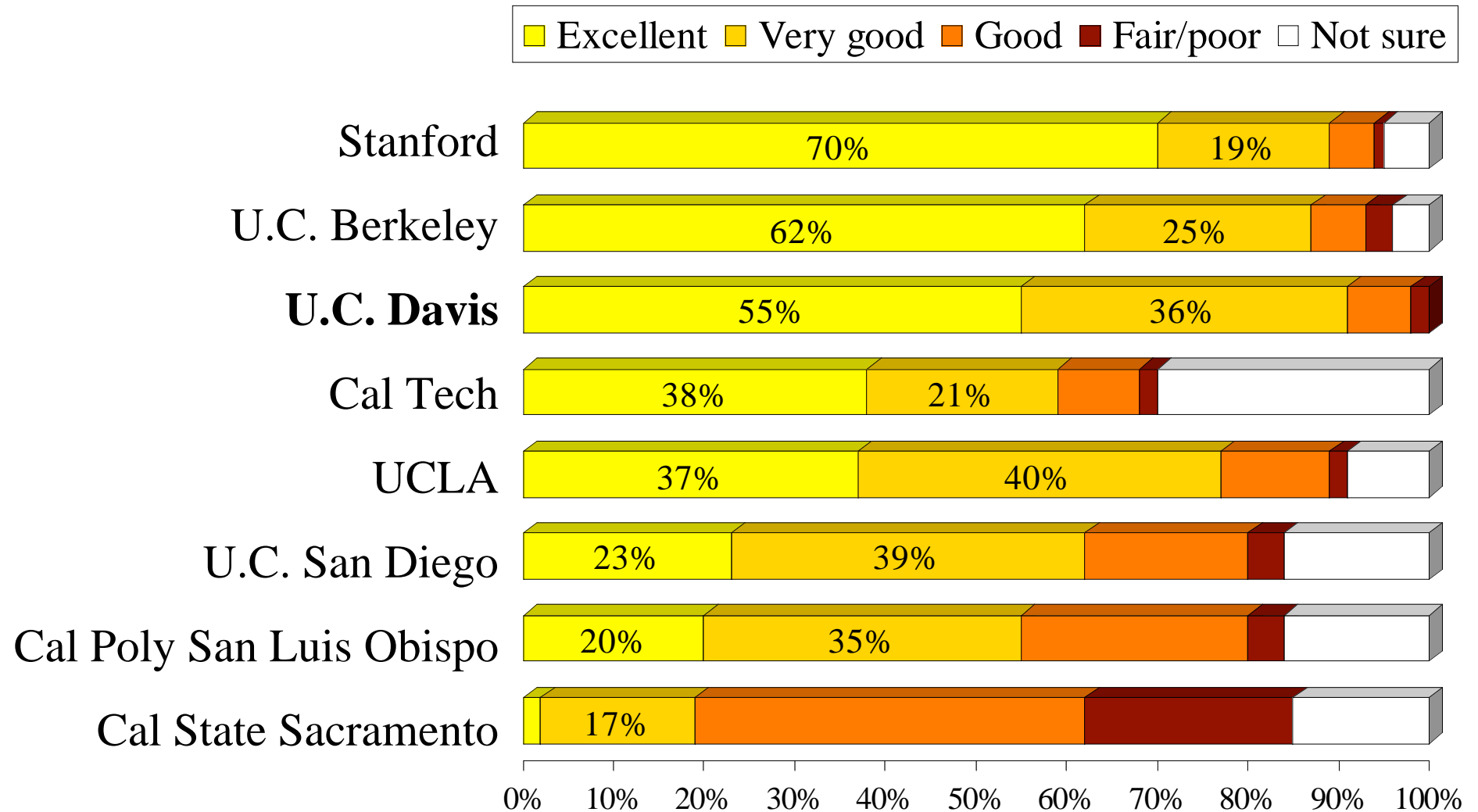
# U.C. Davis Alumni

# Profile Of Alumni

	Donors	Non-donors
Men	55%	47%
Women	45%	53%
Under age 40	30%	56%
Age 40/over	66%	40%
Income over \$100K	34%	24%
Income \$50K - \$100K	26%	34%
Income under \$50K	15%	23%
Attended UCD undergrad	67%	68%
Attended UCD grad school	19%	20%
Attended UCD for both	14%	12%
Have postgraduate degree	55%	47%

# Alumni Rank U.C. Davis Near The Top

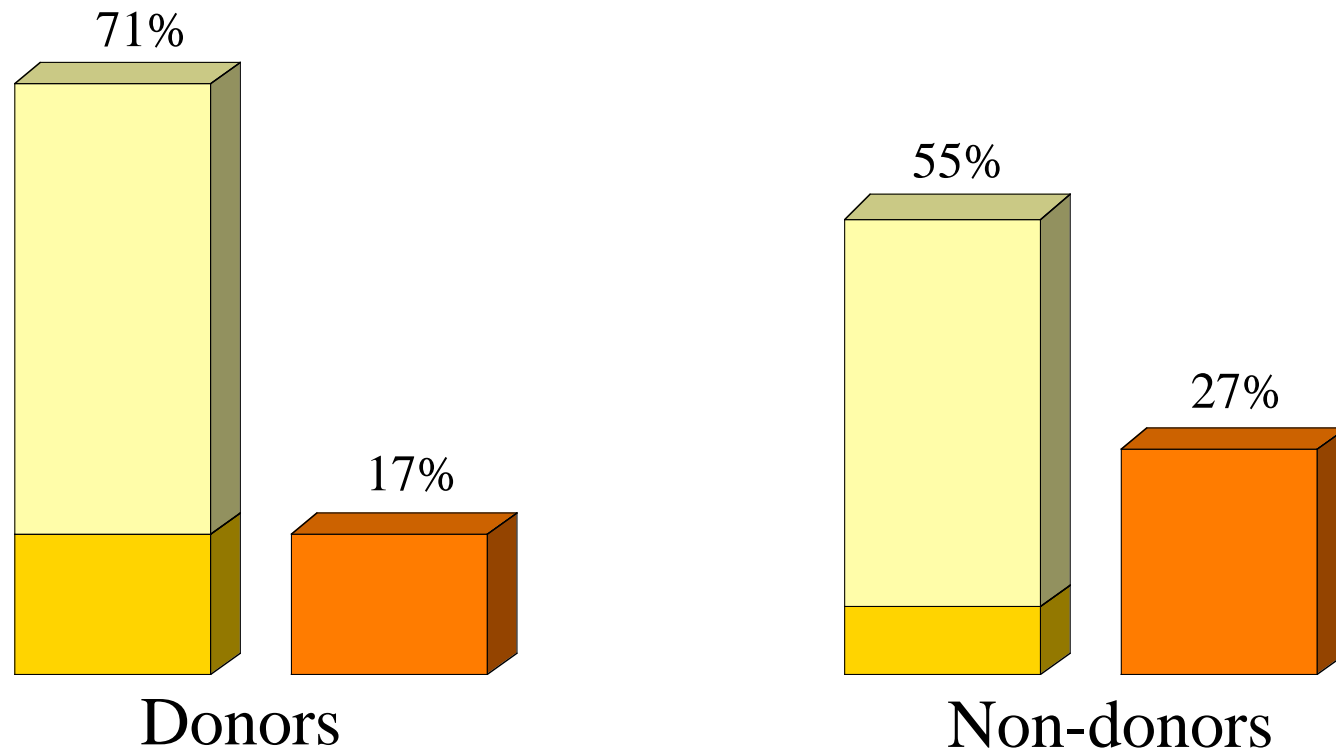
Overall quality of selected CA universities



# Alumni Report Positive College Experience

How satisfied were you with your U.C. Davis experience overall?

■ Totally satisfied (100 on 100-point scale) ■ Very satisfied (90-99) ■ Satisfied (80-89)



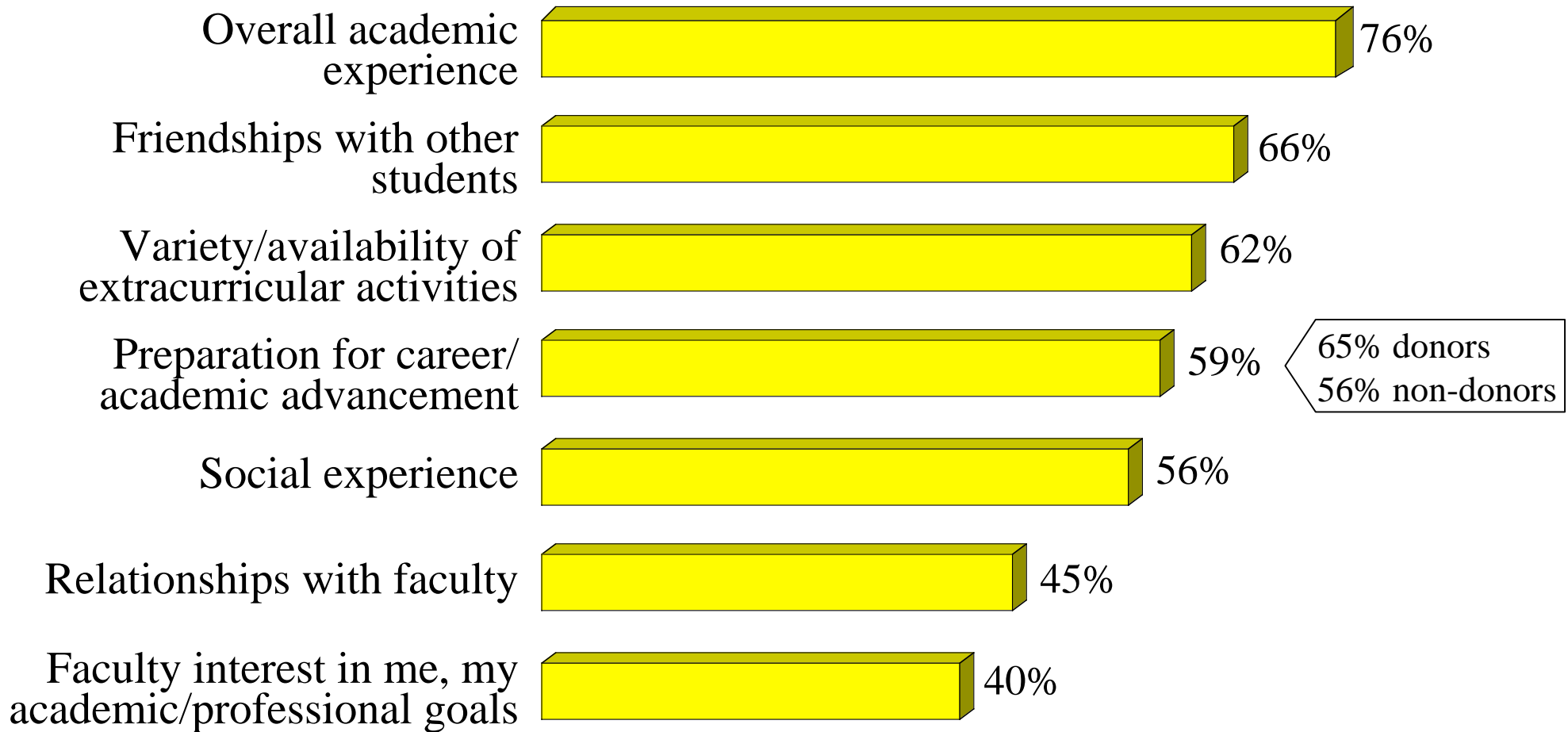
# Overall Feelings About U.C. Davis Experience

Which one of the following words best describes your feelings about having attended U.C. Davis?

	Donors	Non-donors
Proud	57%	40%
Satisfied	18%	31%
Grateful	17%	17%
Lucky	2%	3%
Ambivalent	3%	6%
Dissatisfied	1%	1%
Regretful	--	1%

# Areas Of Alumni Satisfaction

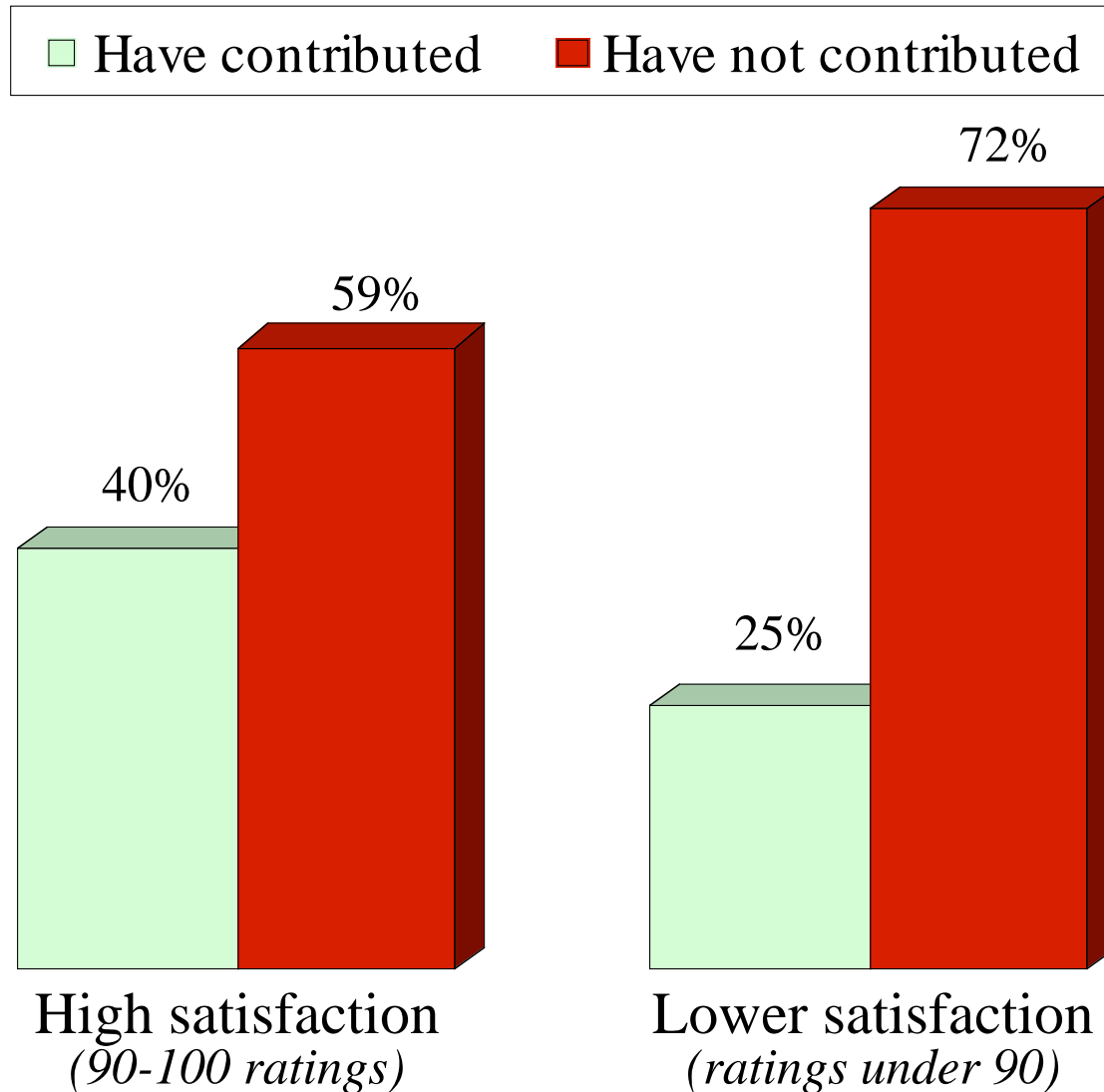
■ Very satisfied with this aspect of my U.C. Davis experience (6-7 on 7-point scale)



# Volunteered Positive/Negative Aspects Of U.C. Davis

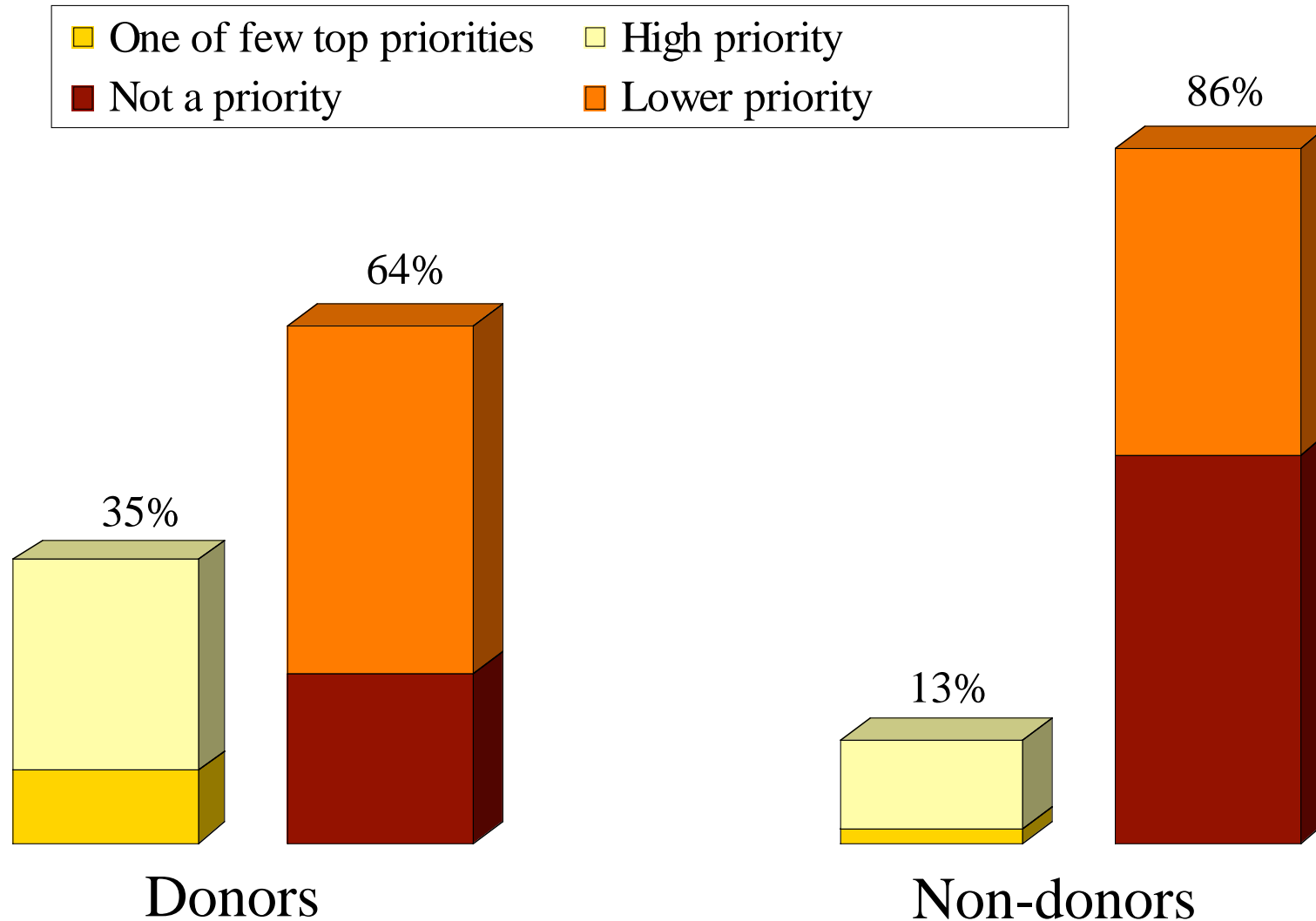
Positive Aspects		Negative Aspects	
Great professors/faculty	27%	No complaints, great experience	20%
Great classes/education/academic experience	27%	Class sizes too large	13%
Relationships/friendships built with other students	16%	Small, isolated community	7%
Good location/community, small-town atmosphere	15%	Availability of classes	6%
Campus setting, environment	15%	Professors not accessible, supportive	4%
Variety of classes, programs	7%		

# Greater Satisfaction With UCD Experience = More Likely to Donate



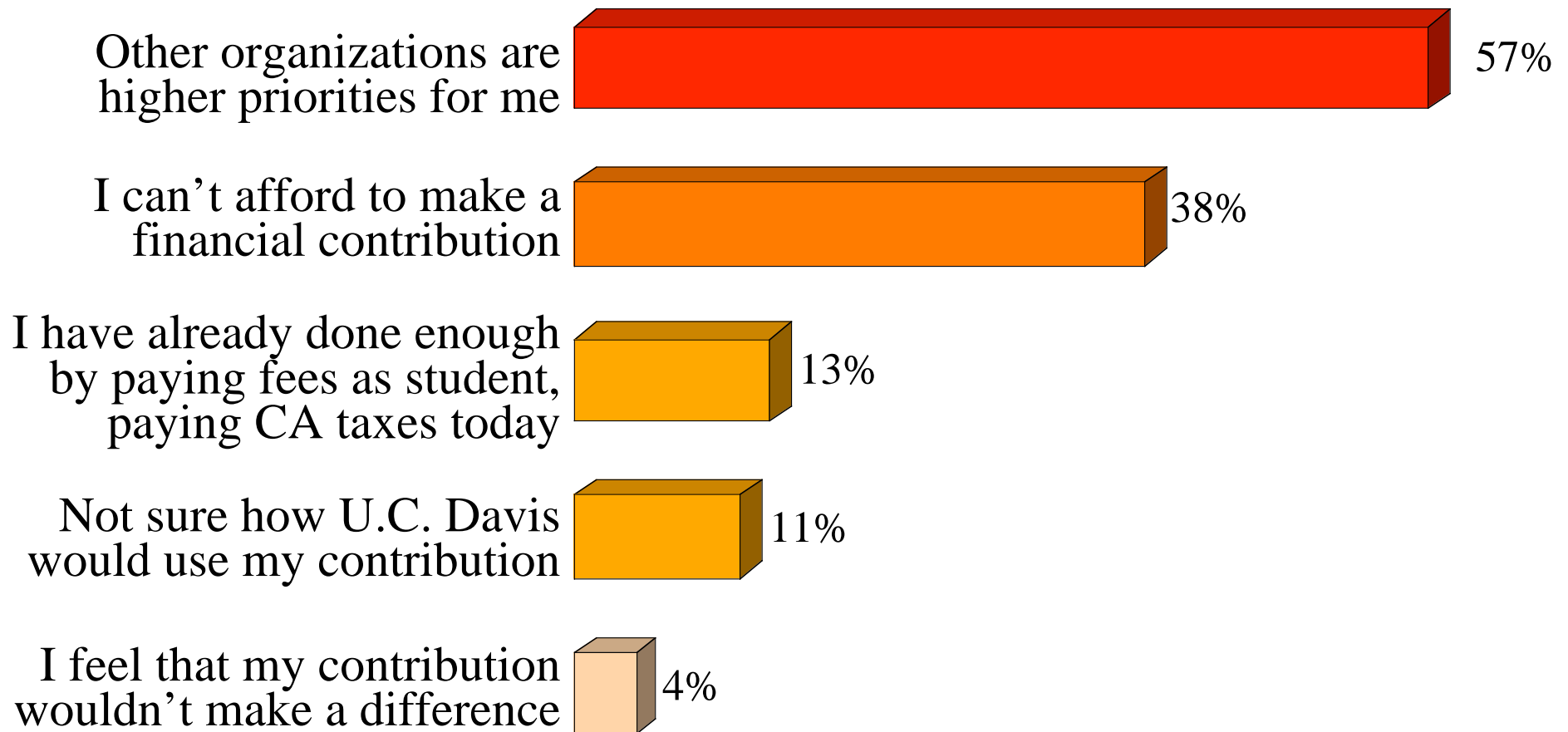
# U.C. Davis Not A Top Giving Priority

How much of a priority for you is supporting U.C. Davis?



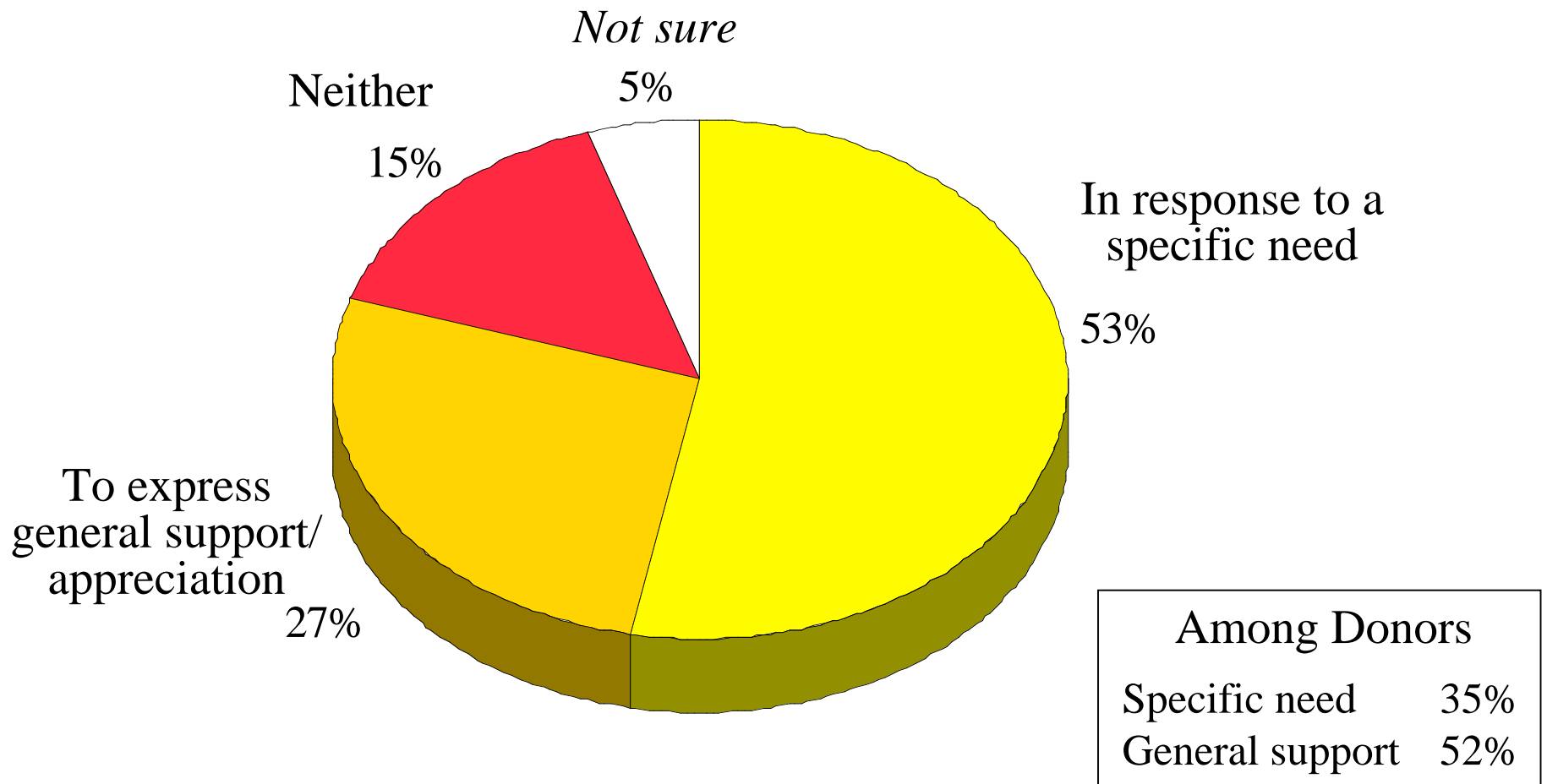
# Barriers To Giving

Which one/two of the following are the best reasons you might choose not to make a financial contribution to U.C. Davis?

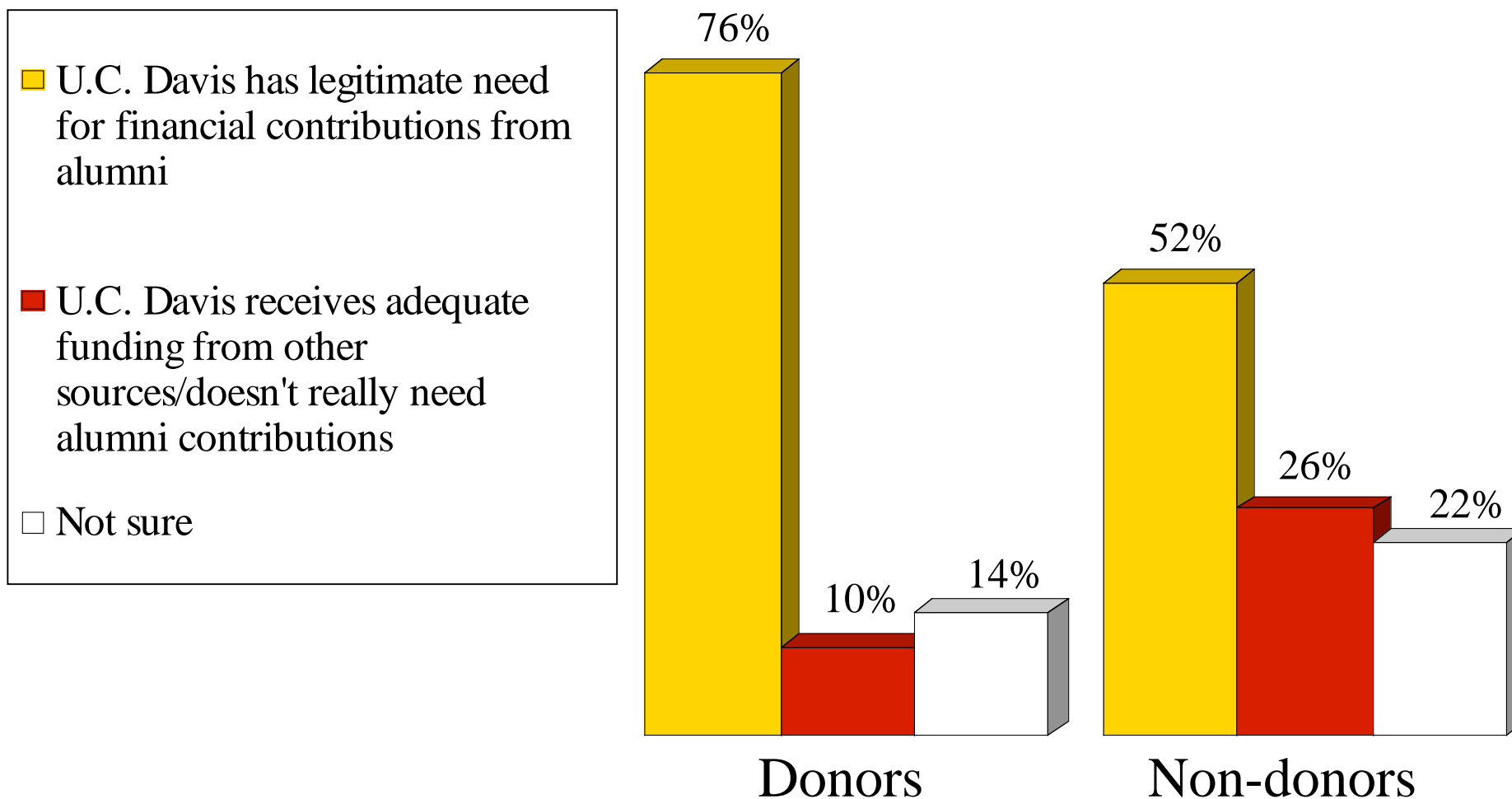


# Non-Donors Most Likely To Give Toward A Specific Need

Which situation is more likely to encourage your giving?

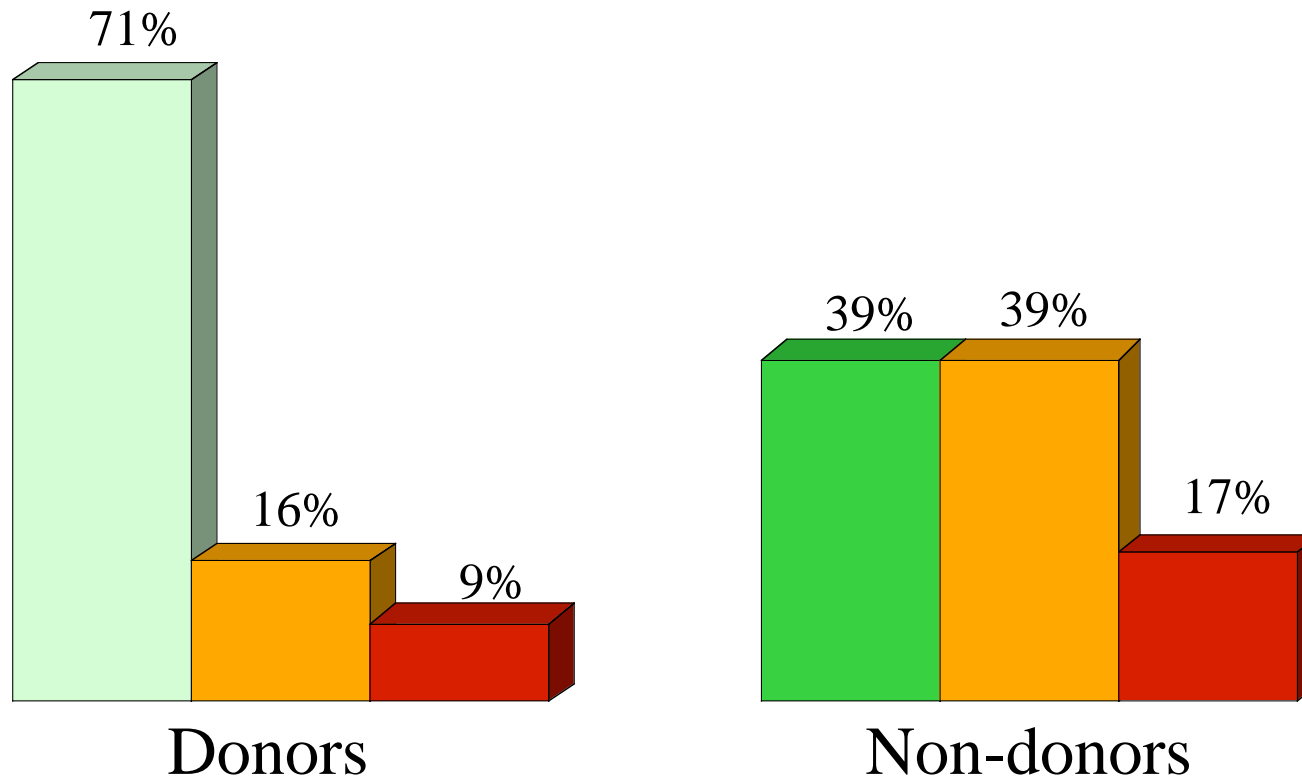


# Differing Perceptions Of Need



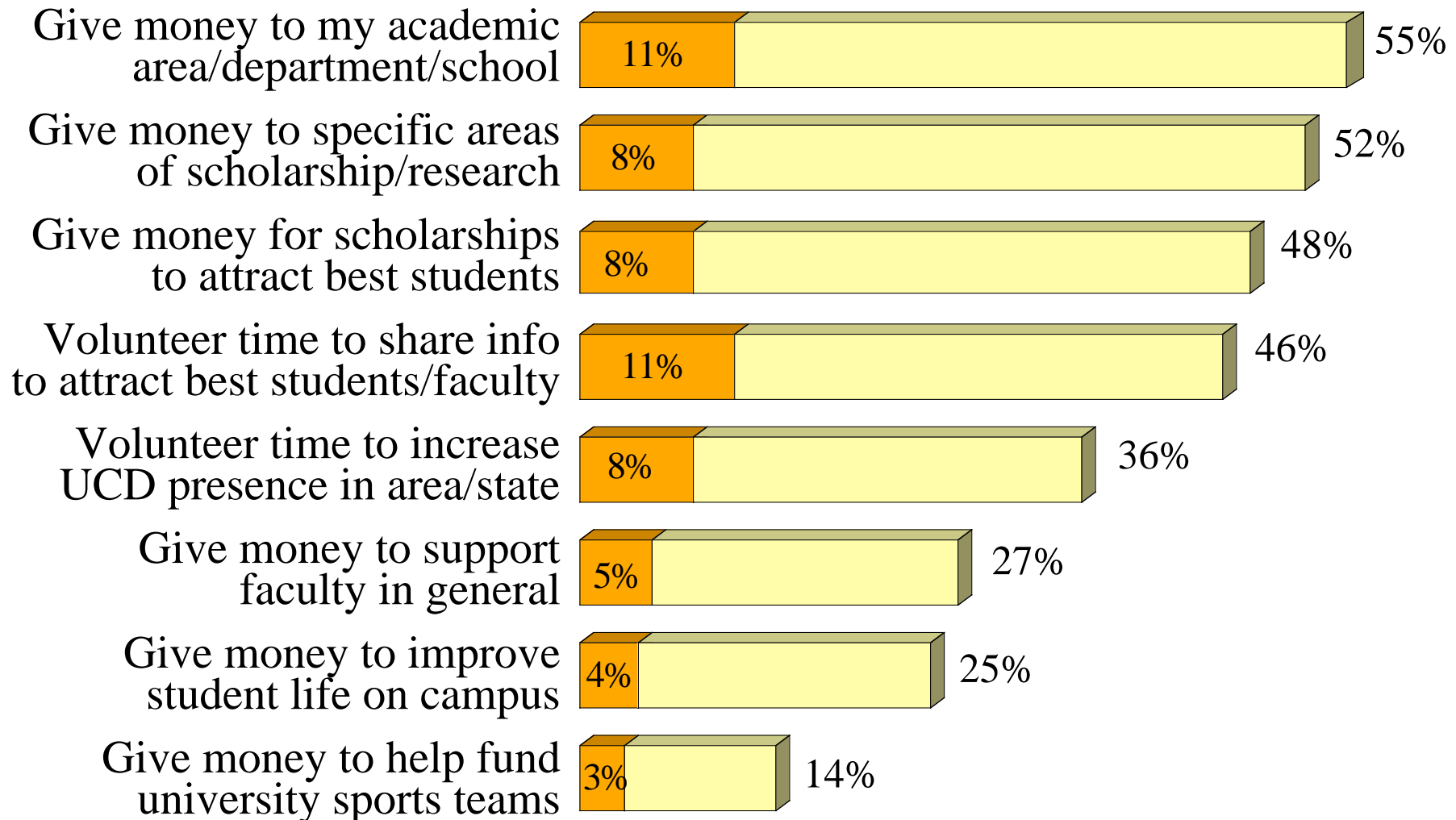
# Preferred Method Of Support: Time Versus Money

- More likely to make financial contribution to U.C. Davis
- More likely to volunteer time to U.C. Davis
- Neither: not likely to do either



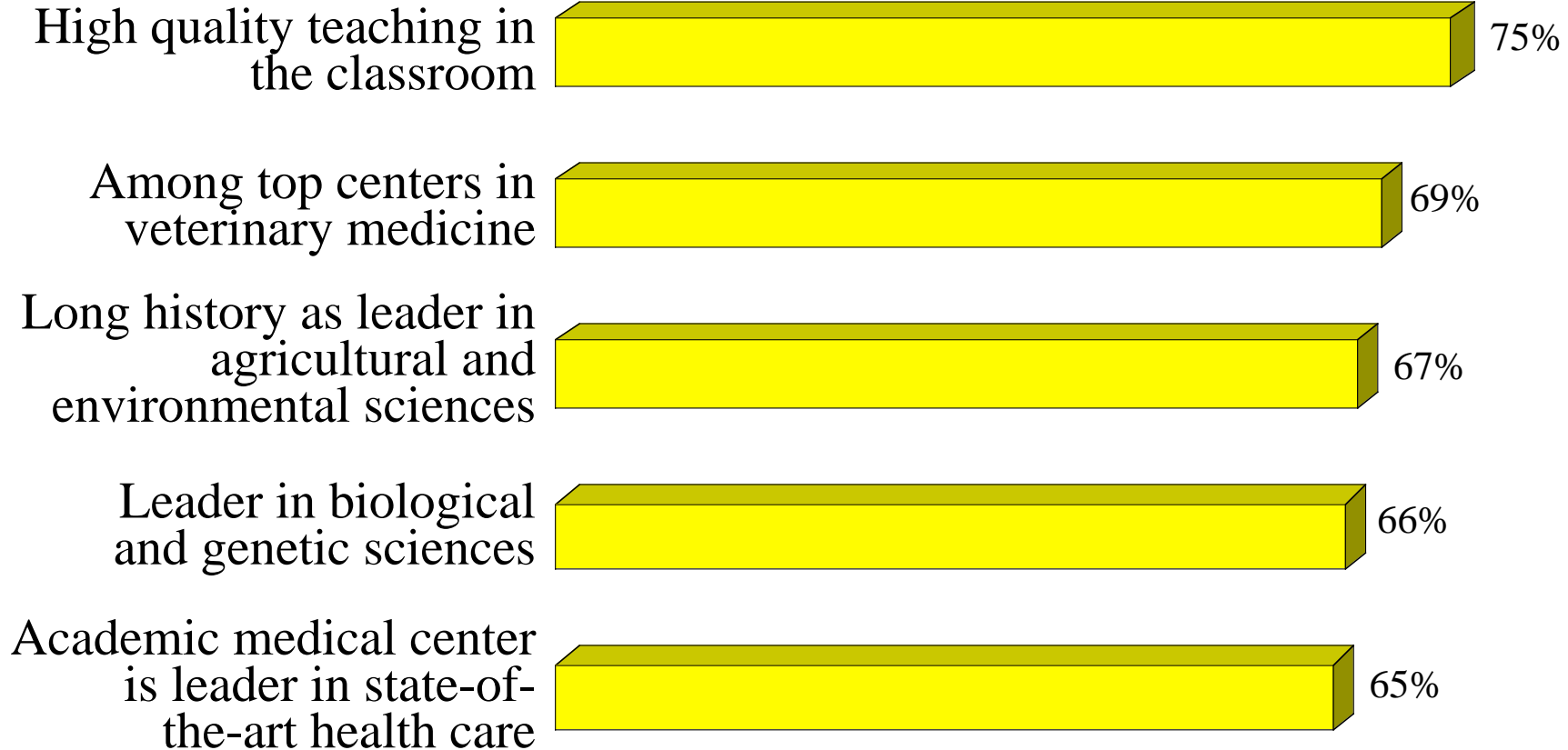
# Specific Ways To Support U.C. Davis

■ Definitely willing to do for U.C. Davis    ■ Probably willing to do for U.C. Davis



# Alumni Equally Proud Of Almost All Achievements

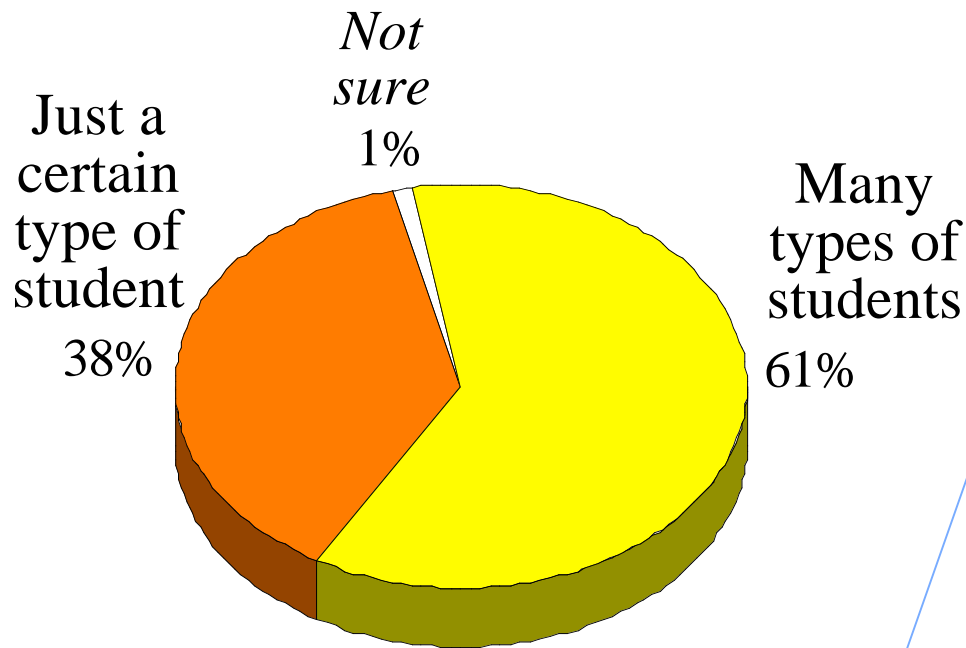
■ Extremely/very important factor in my being proud of U.C. Davis



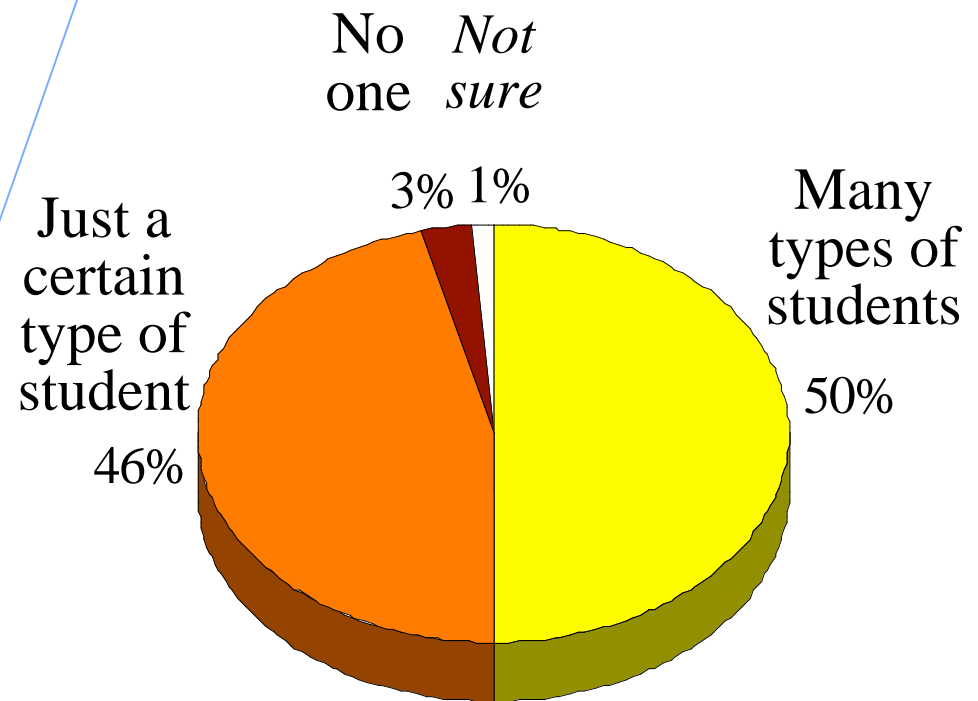
# Many Would Recommend U.C. Davis For Specific Types Of Students

I would recommend U.C. Davis to:

## Donors



## Non-donors



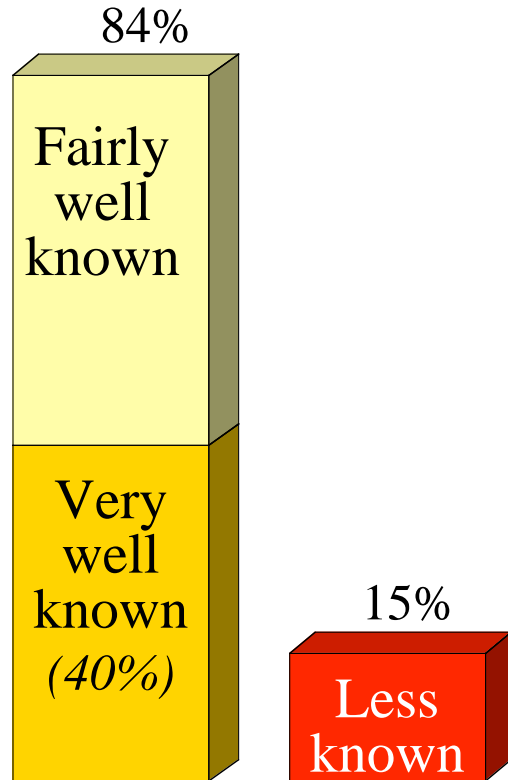
# “Good Fits” For U.C. Davis

What type of students would you recommend apply to UCD?

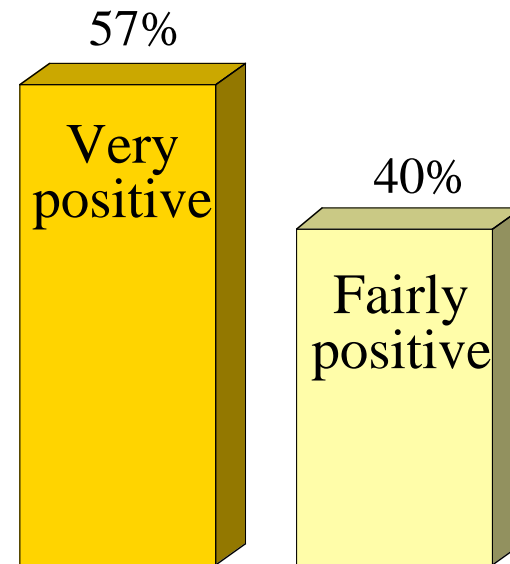
- |   |     |
|---|-----|
| ✓ Motivated, hard-working, goal-oriented, serious academics | 43% |
| ✓ Interested in science, science-related major              | 21% |
| ✓ Prepared, above-average students, smart                   | 8%  |
| ✓ People who don't mind living in a small city              | 7%  |
| ✓ Interested in veterinary studies                          | 6%  |

# U.C. Davis Has Solid Reputation

How well known  
is U.C. Davis?



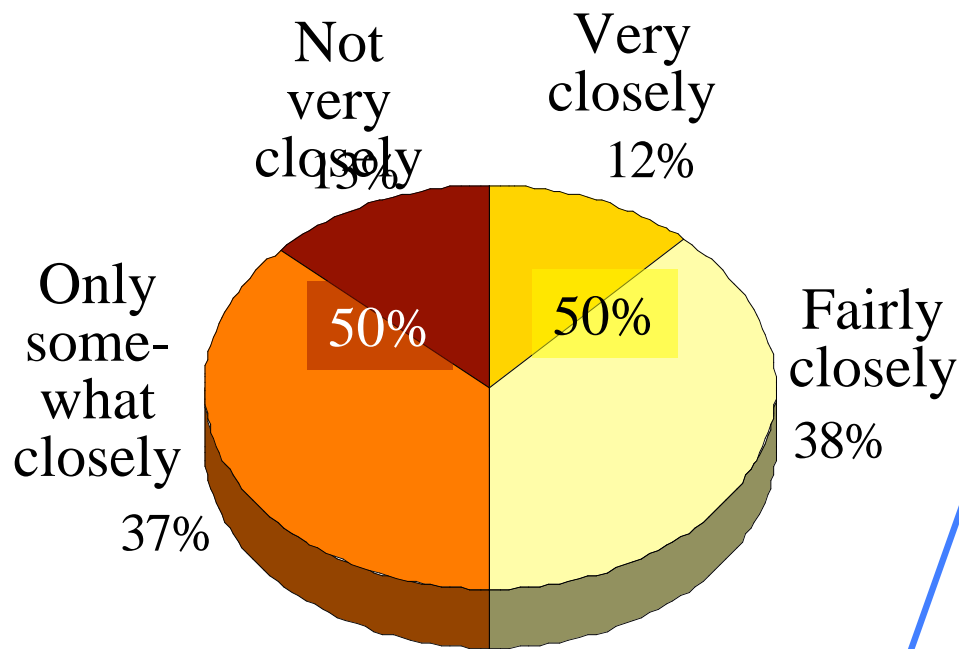
Among people familiar with U.C.  
Davis, what is its reputation?



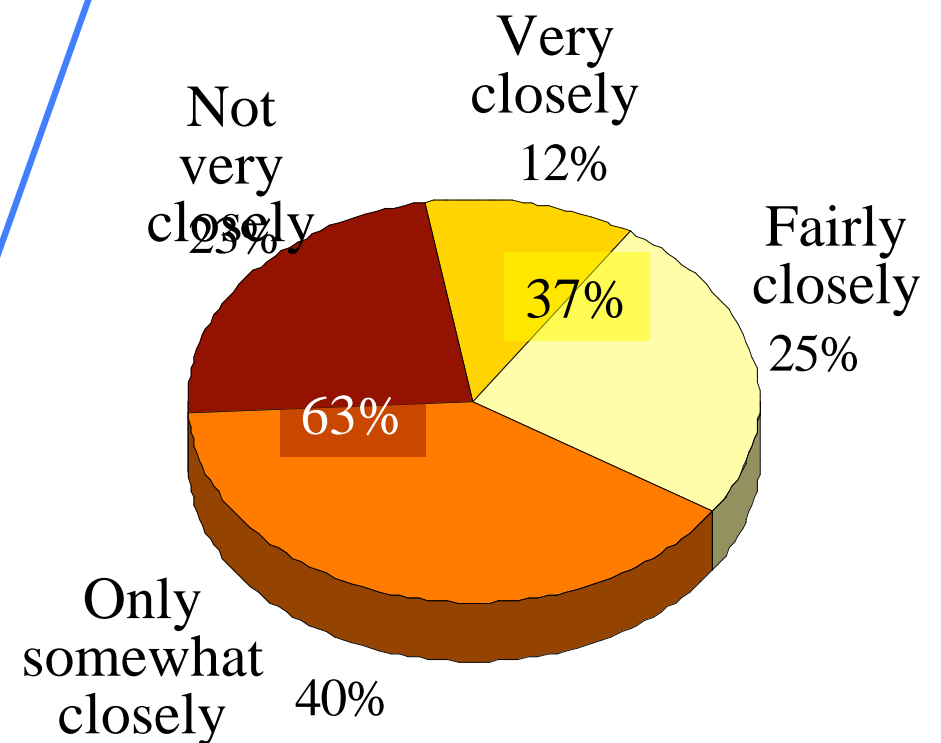
# Donors & Non-donors Pay Moderate Attention To U.C. Davis News

How closely do you follow news about U.C. Davis these days?

## Donors

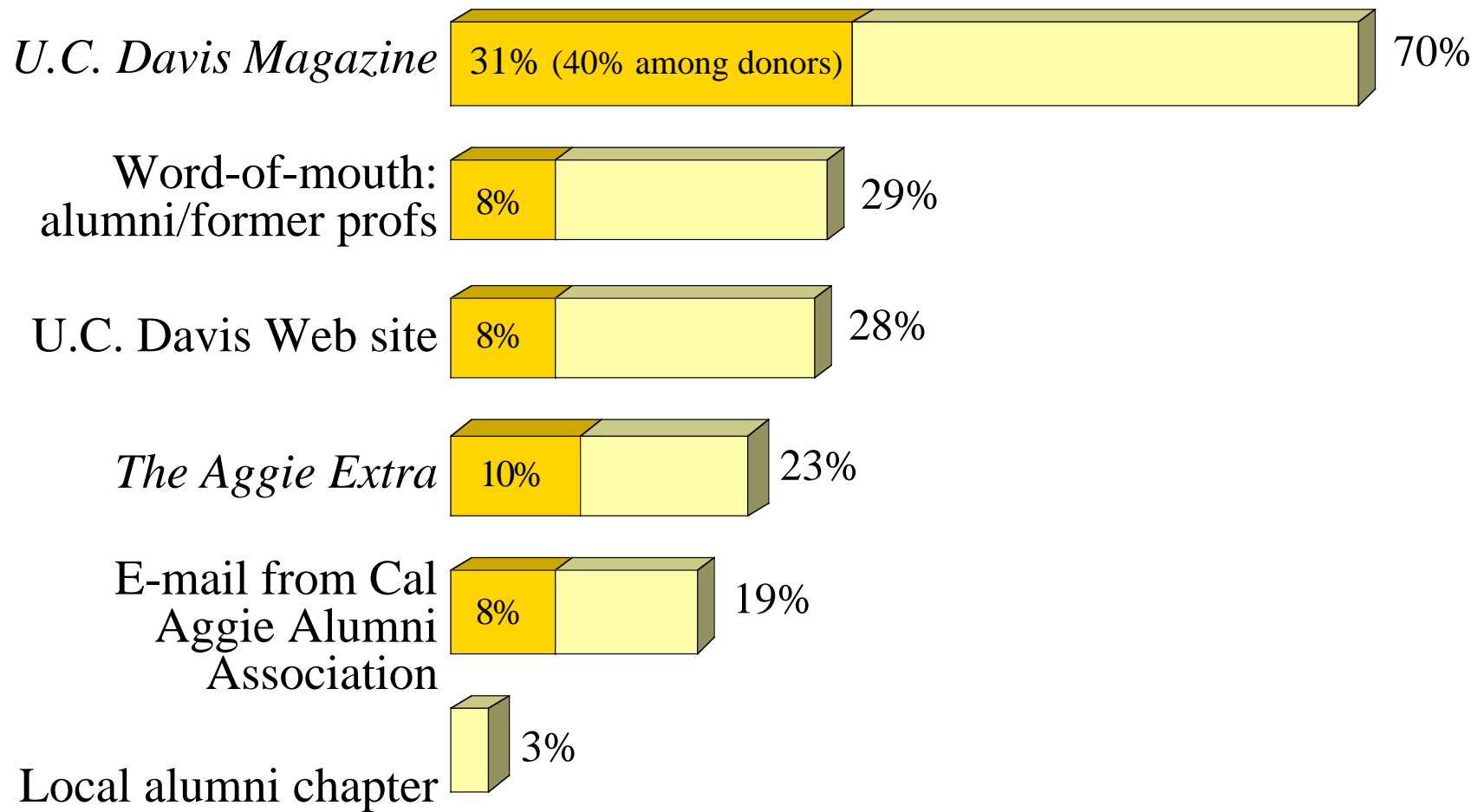


## Non-donors



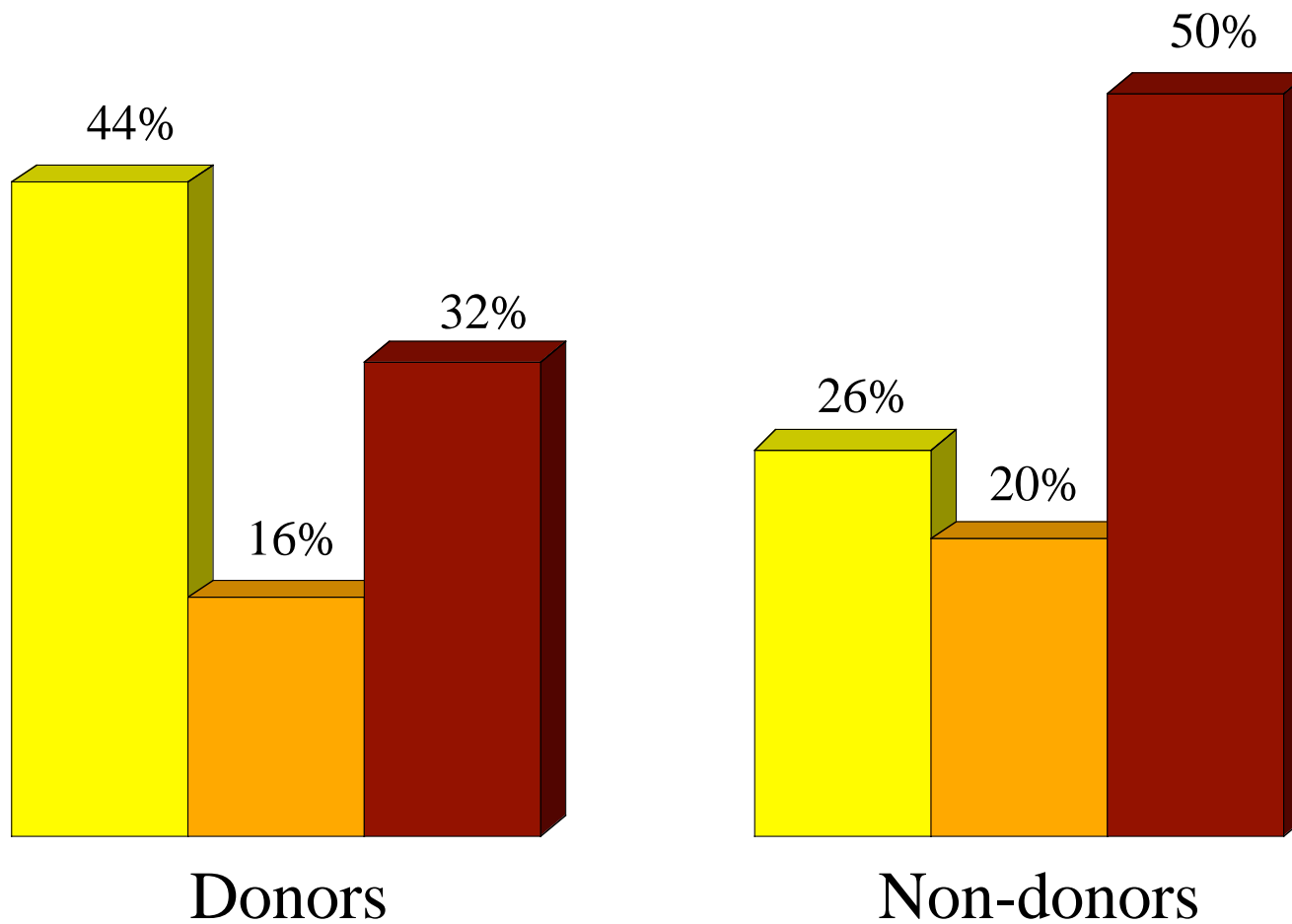
# Alumni Sources Of Information

■ Use this source very often    ■ Use this source somewhat often



# Cal Aggie Alumni Assn Membership

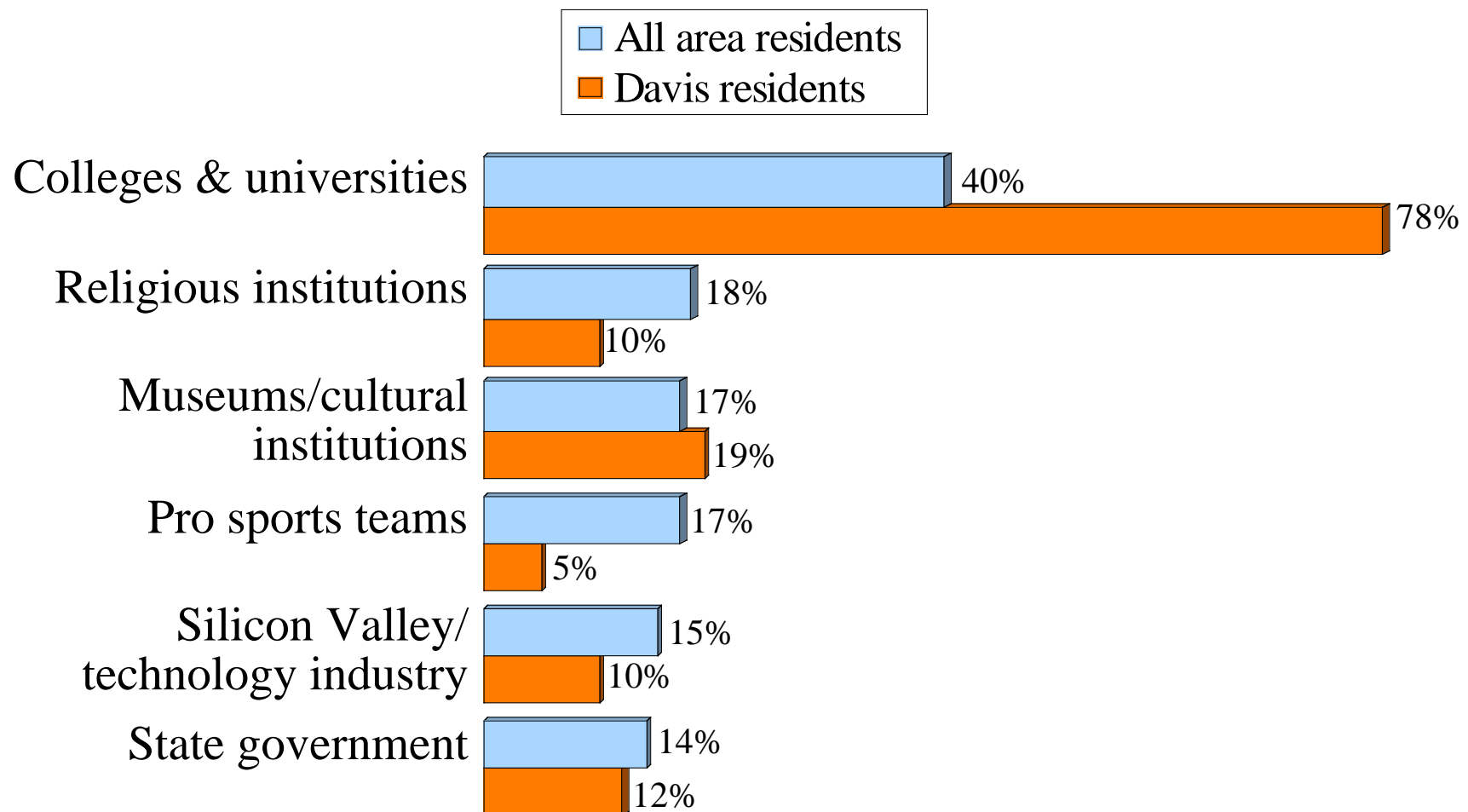
■ Current member ■ Was a member in the past ■ Never a member



# U.C. Davis And The Public

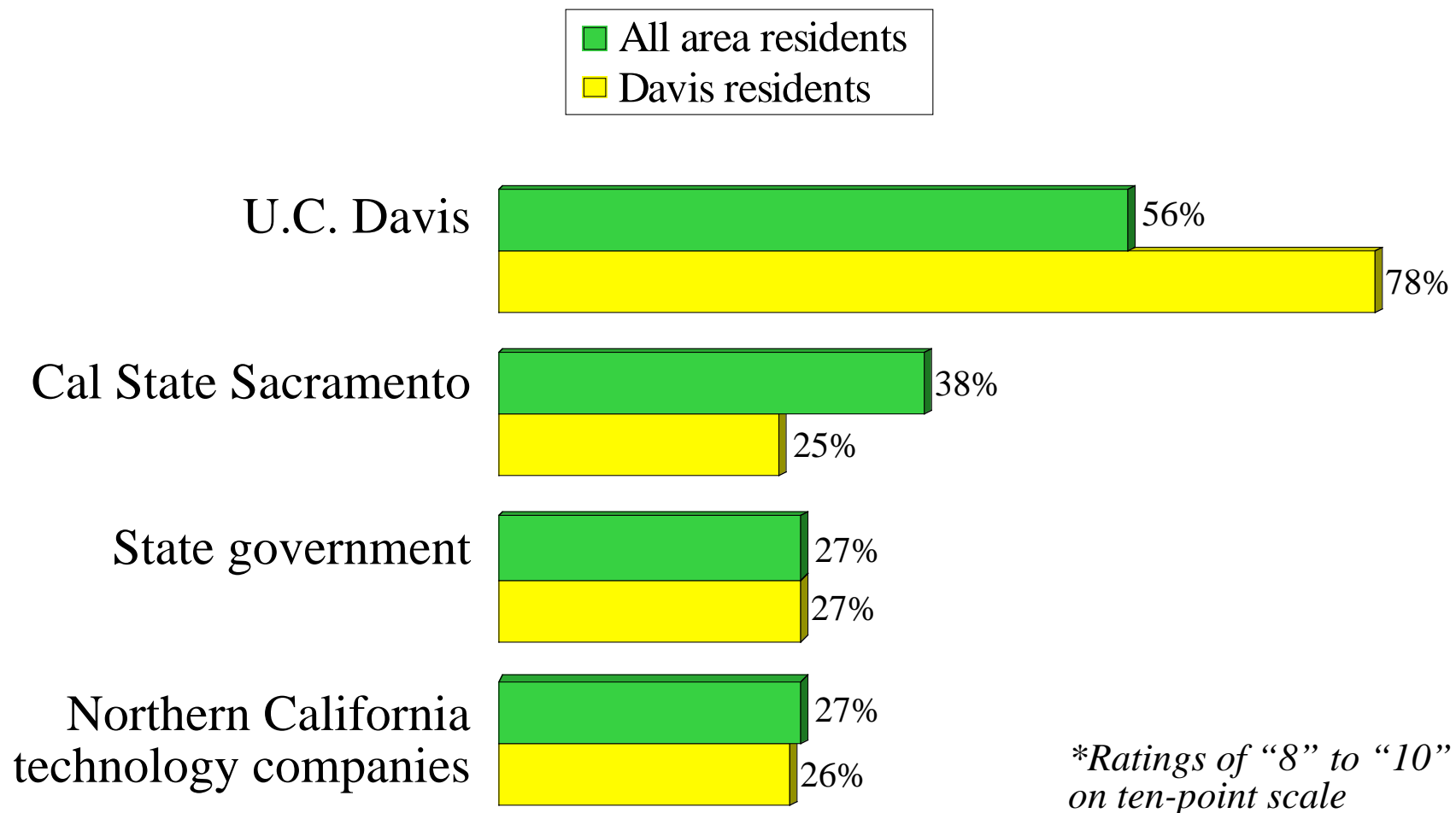
# Universities Contribute Most To Quality Of Life

Organizations that contribute most to quality of life in this area



# U.C. Davis Seen As Most Important Institution In The Region

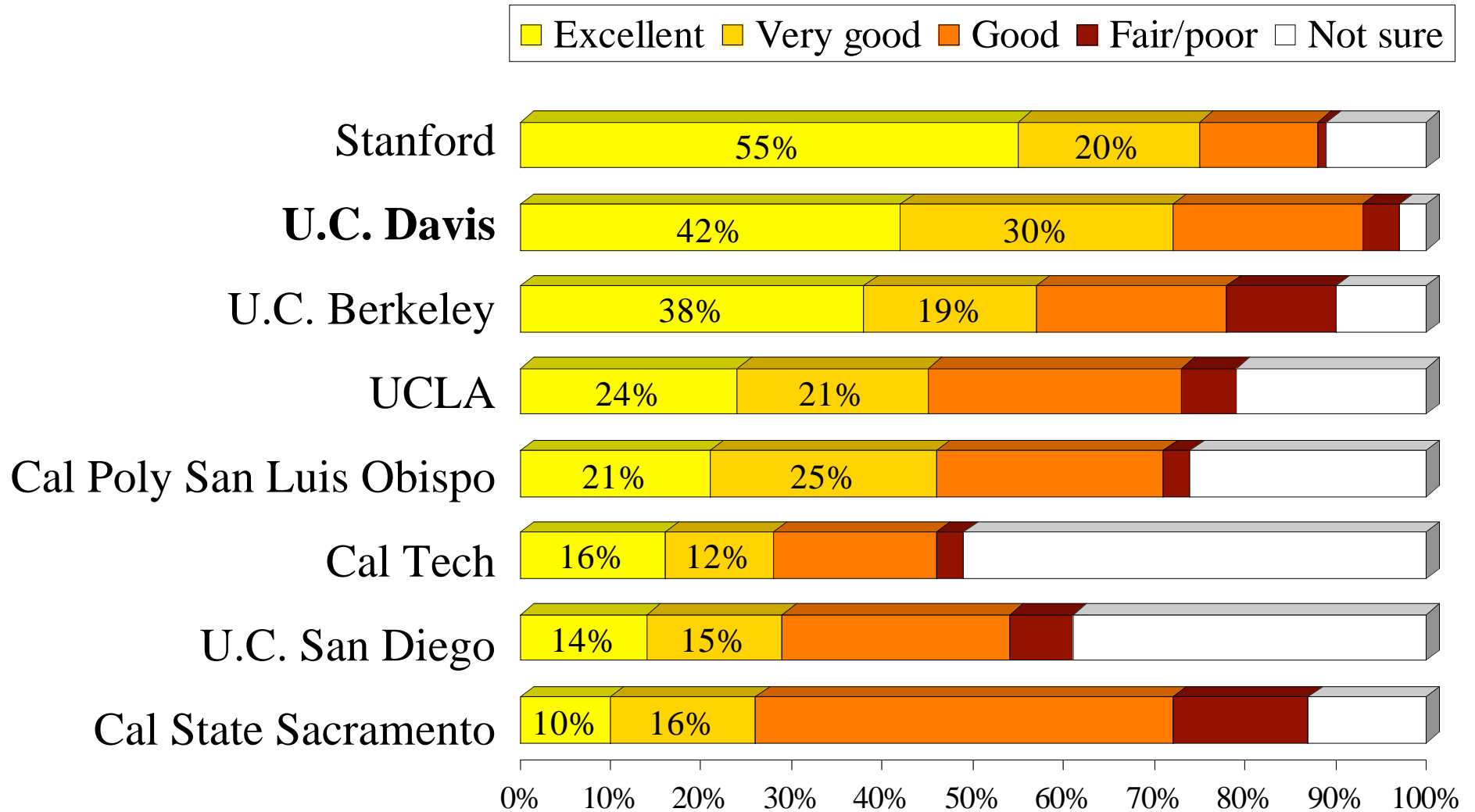
*% rating each as making extremely important contribution to local area\**



*\*Ratings of "8" to "10" on ten-point scale*

# Public Ranks U.C. Davis In Top Tier

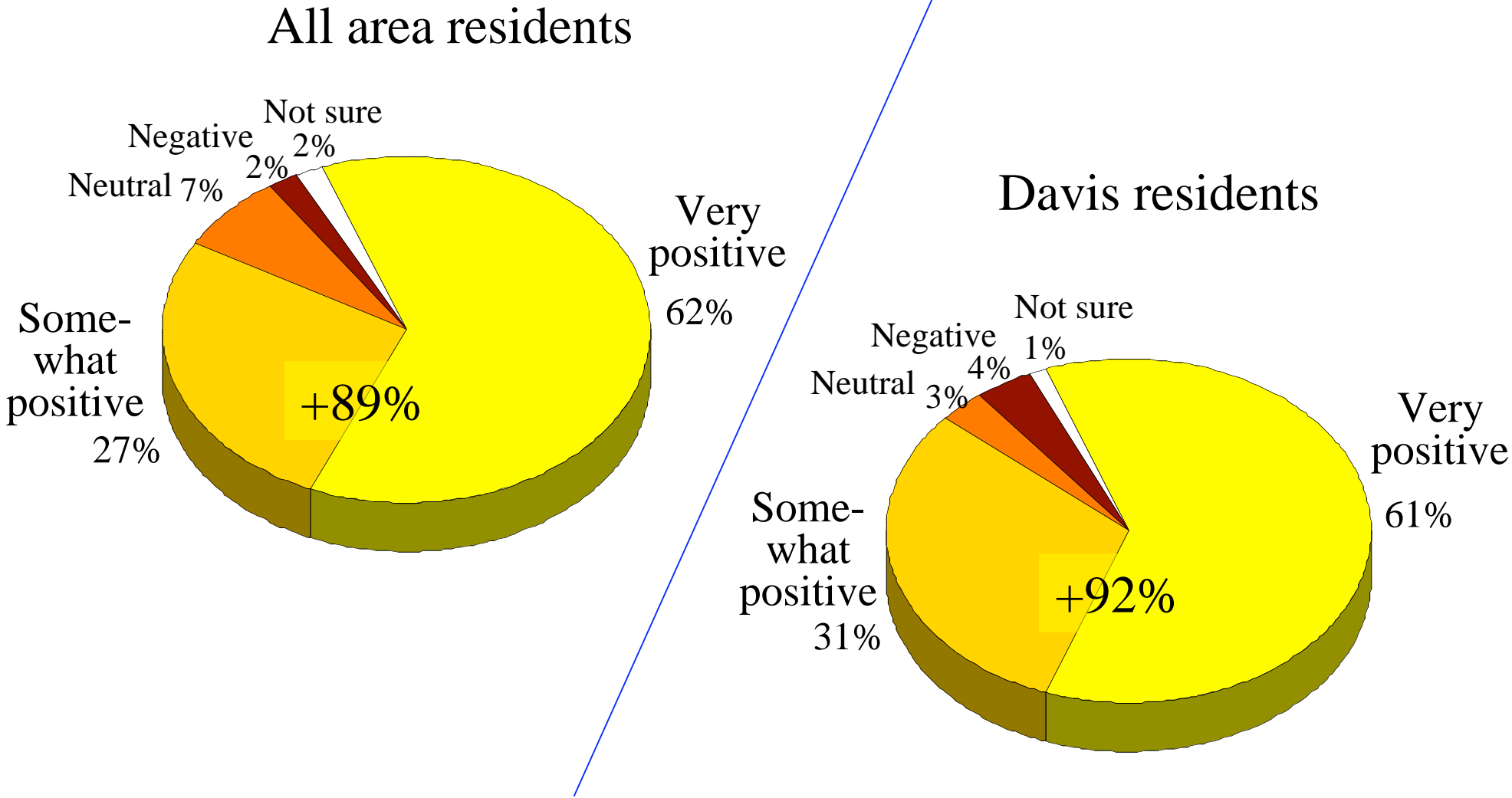
Overall quality of selected CA universities



General Public

U.C. Davis Stakeholders/Hart Research

# Public Has Extremely Positive Feelings Toward U.C. Davis



# U.C. Davis Elicits Several Specific Favorable Impressions

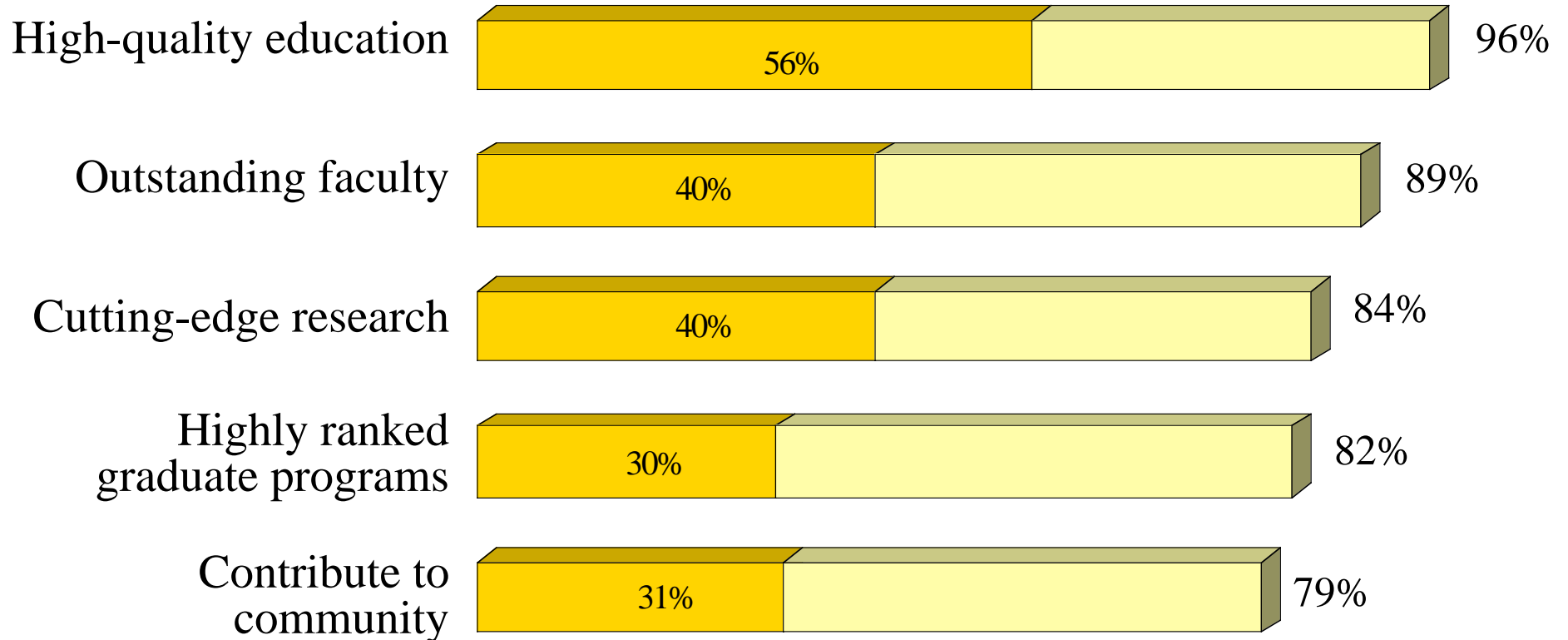
	<u>All area residents</u>	<u>Davis residents</u>
All favorable impressions	89%	89%
Agriculture program/school, research	24%	16%
College of Medicine, medical research	24%	5%
Veterinary program, good animal hospital	19%	13%
Good school, academically strong	14%	21%
Medical Center, good health care	9%	1%

# No Consensus On Unfavorable Impressions

	<u>All area residents</u>	<u>Davis residents</u>
All Unfavorable impressions	26%	26%
High tuition, fees; too expensive	3%	3%
Too liberal, leans to the left	3%	1%
Overcrowded, getting too big	3%	4%
Lack of affordable/on-campus housing	2%	2%
Too selective, hard to gain admission	2%	--

# Top Goals For U.C. Davis

■ Extremely important goal for U.C. Davis    ■ Very important goal for U.C. Davis



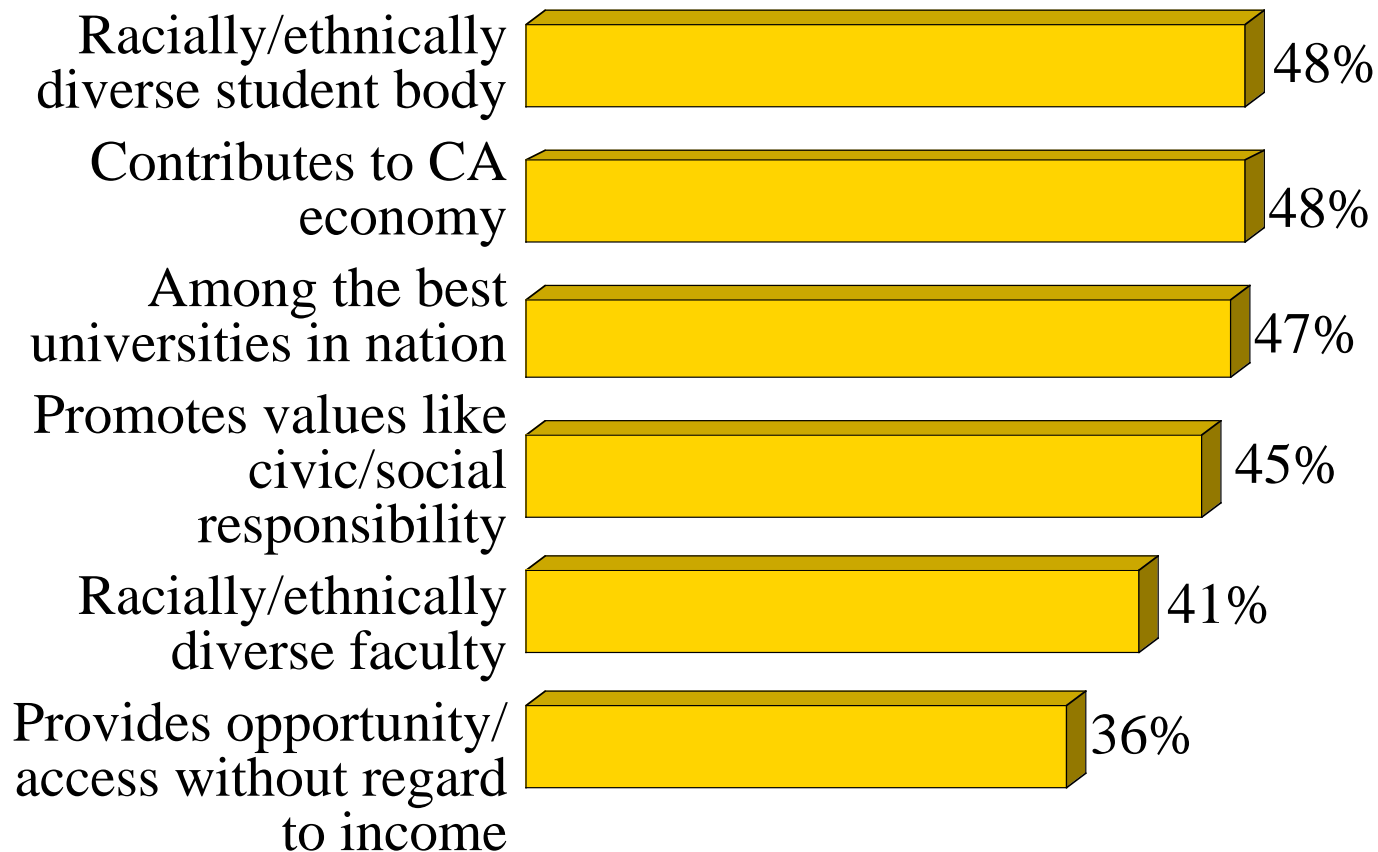
# U.C. Davis' Best Qualities

■ Describes U.C. Davis well (8-10 ratings on 10-point scale)



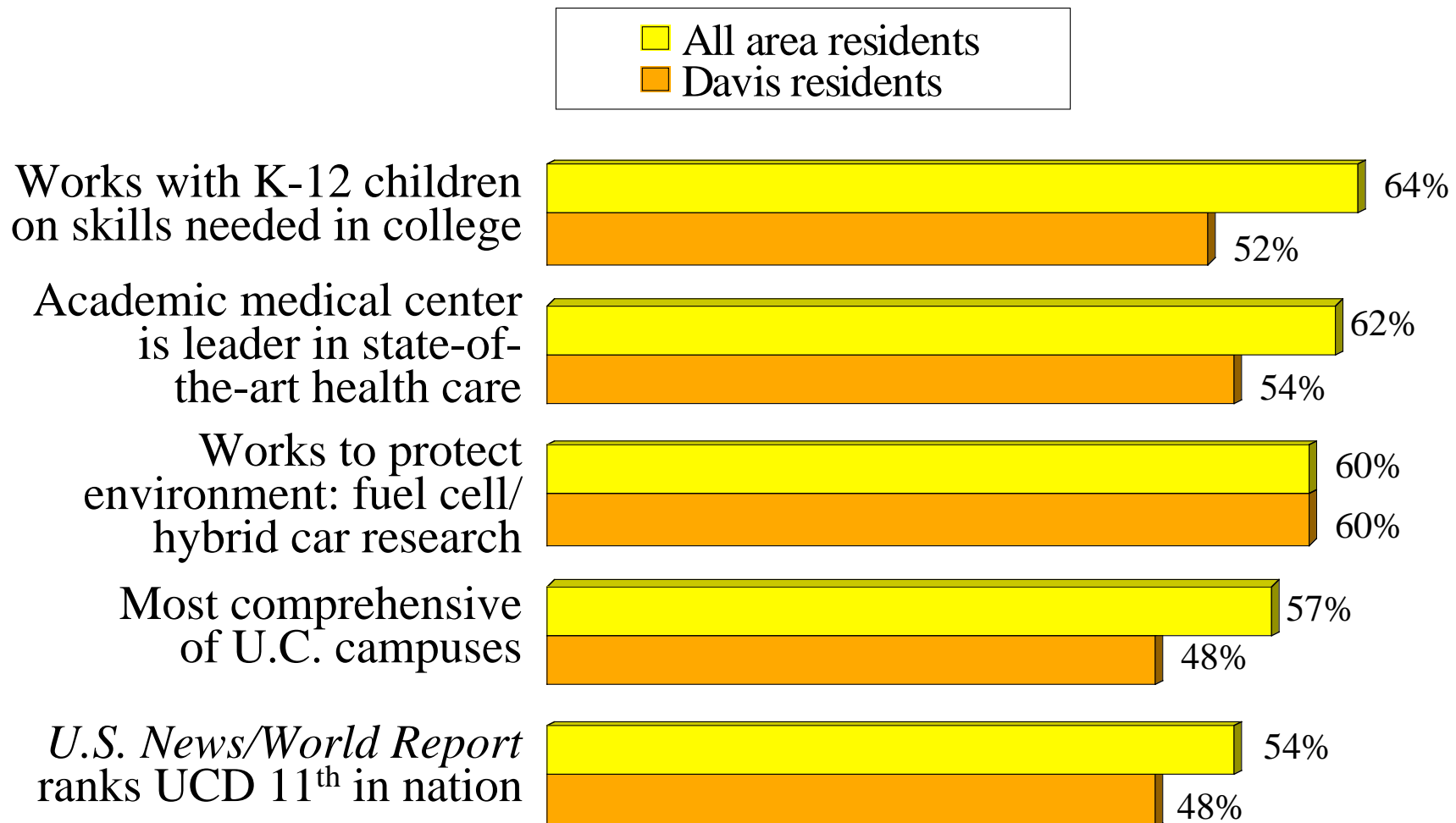
# U.C. Davis' Less Recognized Qualities

■ Describes U.C. Davis well (8-10 ratings on 10-point scale)



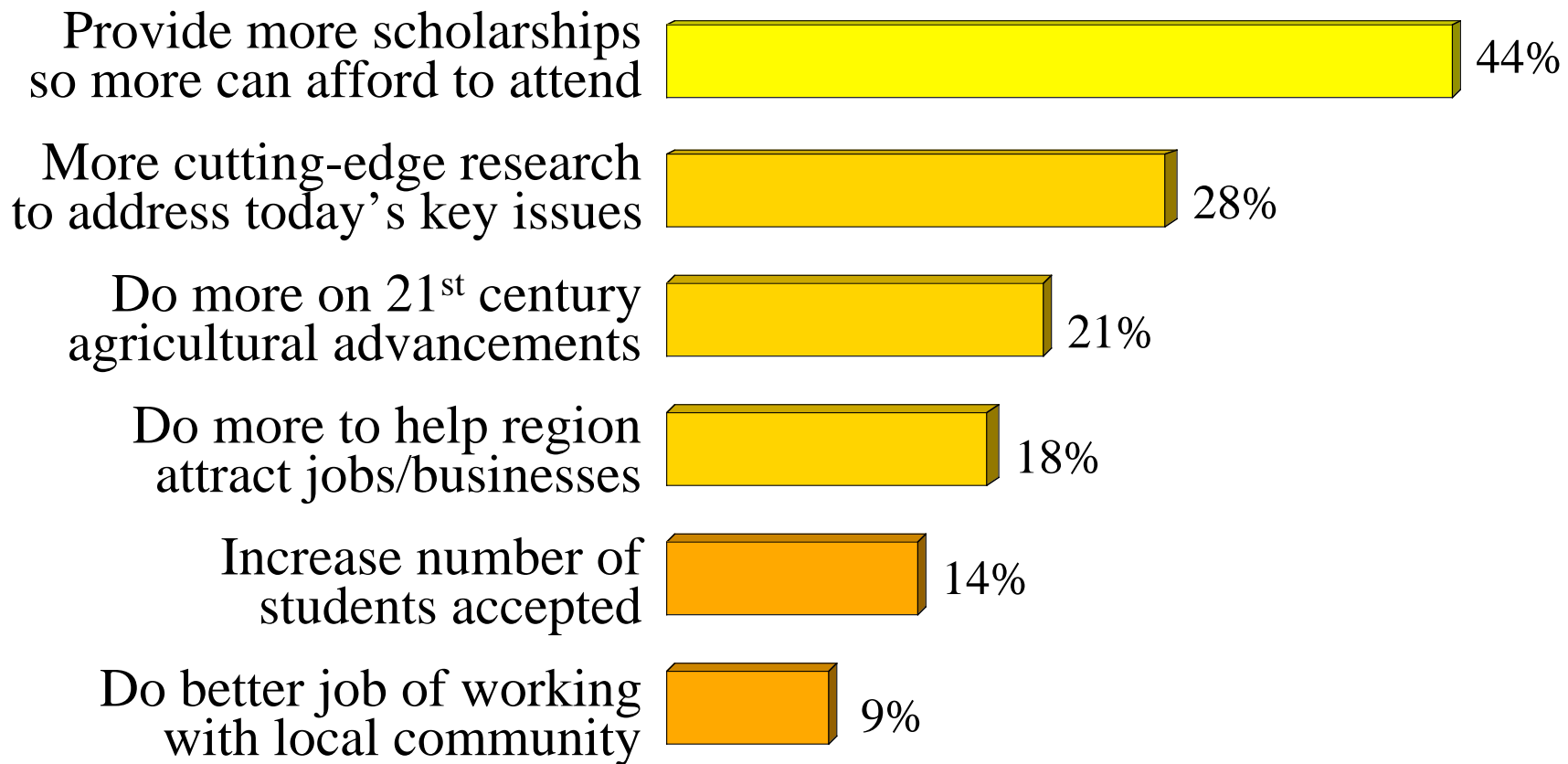
# Public Is Mainly Focused On Contributions That Help Community

*(Would make me much more favorable toward U.C. Davis)*



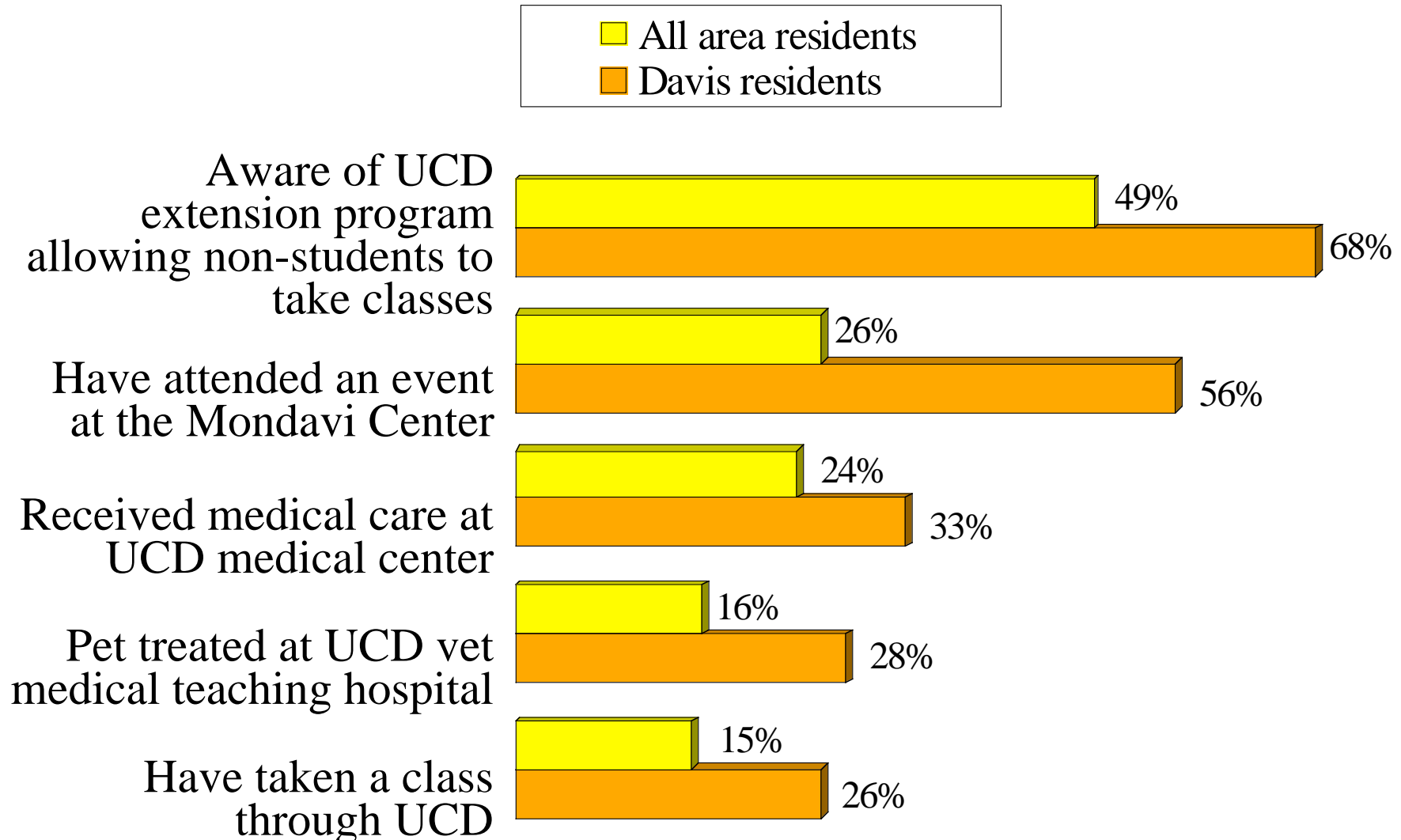
# Ways U.C. Davis Can Better Serve California

Which one/two of the following should U.C. Davis do to better serve California communities, students, and families?



# Points Of Connection To U.C. Davis

*(For each statement, % saying it applies to them)*



# Conclusions And Recommendations

# Conclusions & Recommendations

1. In terms of reputation, U.C. Davis is building upon a strong foundation:

- As a leader and **center of excellence** in agricultural sciences and veterinary medicine,
- As a university where students are taught by a first-rate faculty that cares about student education,
- As an institution that contributes to the economy, education, health care, and cultural life of its region.

# Conclusions & Recommendations

2. While U.C. Davis is not now perceived by some key audiences as representing the same standards of excellence as U.C. Berkeley or Stanford, U.C. Davis is widely seen as an institution “on its way up.”

U.C. Davis should leverage this perception in all of its communications, conveying a sense of a dynamic institution that is on the rise and in the forefront of meeting challenges in higher education, the economy, and the world around

us.

# Conclusions & Recommendations

## 3. The best examples of U.C. Davis “on the rise”:

- ✓ Leadership in biological and genetic sciences,
  - ✓ Leadership in environmental sciences and environmental solutions,
  - ✓ Leadership in delivering state-of-the-art health care.
- ➔ External recognition (11<sup>th</sup> ranked public university in *US News* rating, 15<sup>th</sup> ranked recipient of research funding) provides important validations.

# Conclusions & Recommendations

4. U.C. Davis has a great story to tell about itself, but it needs to be much more committed to communicating its virtues and successes, with real focus and real resources.

Key internal and external audiences – including alumni and parents – do not know about U.C. Davis’ accomplishments and leadership. The University should be more purposeful about recognizing its communications assets (publications, other mailings, e-mail, viral networks) and using them for SIMPLE, CLEAR messages.

# Conclusions & Recommendations

5. As U.C. Davis and its mission grow, the University must find ways to maintain the quality of the student academic experience as part of the institutional ethic. Already, there are signs from both faculty and students that the student experience is becoming dominated by “bigness” – large classes, difficulty getting classes, etc.

Off-campus experiences (internships, study abroad) do not substitute for caring on-campus relationships. As the university grows, it is more important to make students feel they are part of a learning community/social community.

# Conclusions & Recommendations

6. Once U.C. Davis' successes have been posited, the University's needs and goals must be clearly, simply, and compellingly expressed.

Alumni want to give to specific needs – but they don't know what those needs are (let alone whether they exist). Fund-raisers say that they need a clear, specific vision as a focal point for major development.

Student access, faculty support, and attracting the best faculty for state-of-the-art research are compelling needs with key audiences.

# Conclusions & Recommendations

7. Faculty quality is cited by diverse audiences as the key consideration for judging the University's excellence, and faculty is a critical reference point for assessing the University's success/eminence. Alumni feel pride and reinforcement when a U.C. Davis faculty member is in the media for his/her expertise.

Senior faculty generally are satisfied today, but U.C. Davis needs to keep close watch on the impact of austerity on faculty attitudes.

# Conclusions & Recommendations

8. Despite controversies with City of Davis, U.C. Davis is recognized as a key local and regional asset, and a reasonably good neighbor. This public support is more important than ever in an era of state budget cuts and potential growth of the campus.

The University already is recognized as a quality educational institution and a source of cutting-edge research in agriculture, veterinary sciences, biology, environment – all of which are seen as benefiting the region. U.C. Davis' role in helping K-12 education and providing quality health care throughout the region help broaden the story of U.C. Davis' value.