



Channel Islands

CALIFORNIA STATE UNIVERSITY

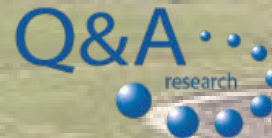
# 2018 Perception Study

## *Executive Summary*

June 2018

Prepared by

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# Introduction

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## Background and Objectives

- California State University, Channel Islands (CSUCI) was interested in learning more about the awareness and perceptions of the university among current students, alumni, and the general public.
- Objectives included:
  - Gauge unaided awareness of CSUCI among the general population
  - Measure the awareness of CSUCI's offerings among non-students who are aware of the university
  - Assess CSUCI on a variety of attributes
  - Learn about current opinions of the university



# Methodology

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- To explore the stated objectives, an online study was conducted among online panelists and current CSUCI students, alumni, donors, and others, including college counselors and CSUCI staff.
- A total of 1,860 surveys were completed in May and June 2018.
- Qualifications for online panelists include:
  - Have heard of CSUCI
- The survey was approximately 15 minutes in length.
- Differences between groups of interest were statistically conducted at the 95% confidence level.
  - Current Students (n=613)
  - Alumni (n=381)
  - Employees (n=234): 81 employees were alumni
  - All Others (n=632)

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# **Executive Summary**

# UCLA and USC are the most known local universities, with CSUCI following closely in unaided awareness

- Familiarity with CSUCI is fairly strong among non-students/non-alumni respondents.

## Top Local University Awareness (Unaided) (General Population<sup>^</sup>)

24% *Ucla*



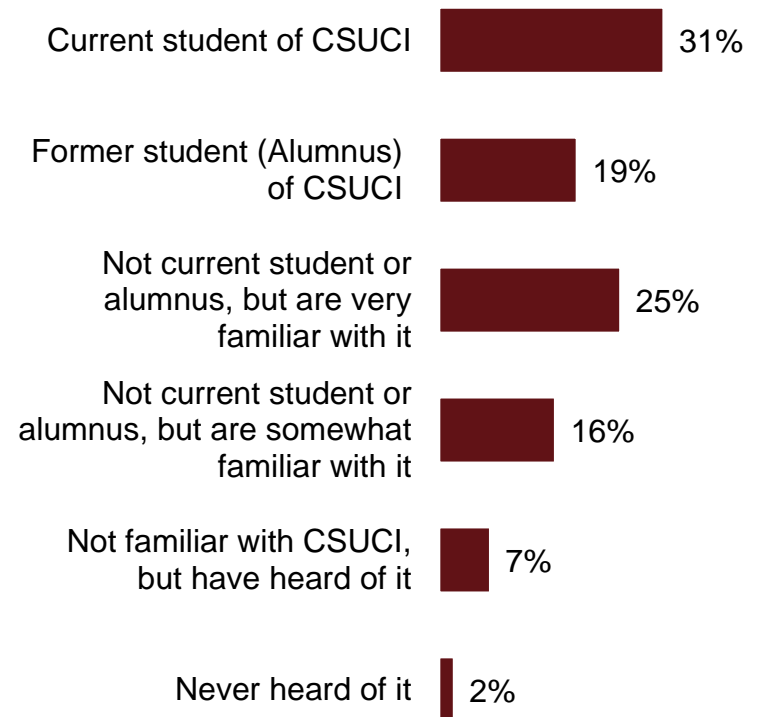
21%

18%  Channel Islands  
CALIFORNIA STATE UNIVERSITY



18%

## CSUCI Familiarity (Total Contacts)



Base: Total contacts (N=1,963).

<sup>^</sup>Base: Total online panelists (n=301).

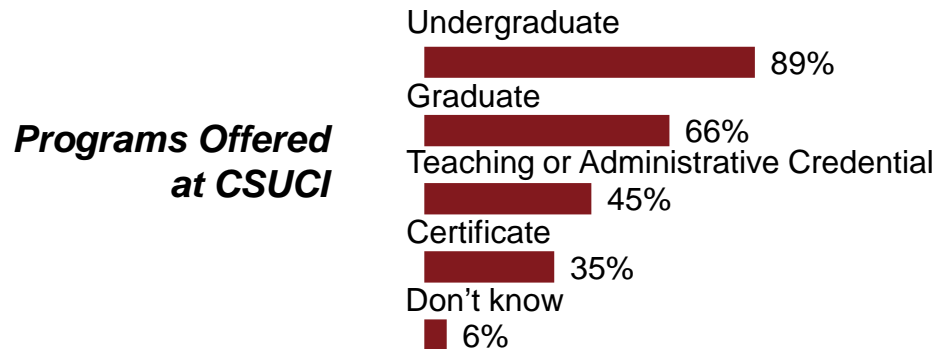
# Non-student/non-alumni respondents illustrate a fairly strong familiarity with the number of students at the university and programs that are offered

- Awareness of CSUCI's Top 25 ranking status and familiarity with student research opportunities are highest among alumni, and can be improved among current students.

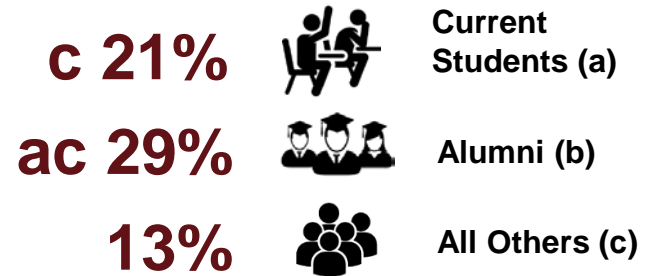
## Familiarity with CSUCI Aspects (Non-Students/Non-Alumni)

**Number of Students at CSUCI** **63%** 3,000 to 10,000

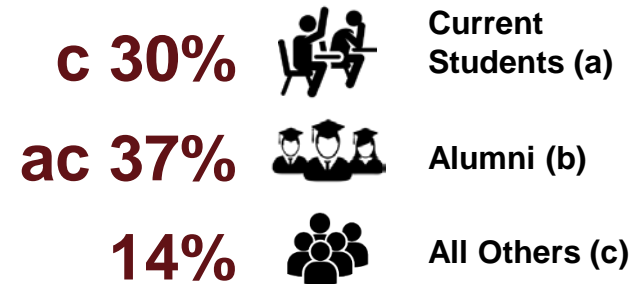
**Aware of CSUCI Online Offerings** **36%** Yes



## Aware of CSUCI Top 25 Ranking



## Familiarity with Student Research Opportunities (Top 2 Box)



(Letter) Denotes a significant difference at the 95% confidence level.

Base: Total contacts (N=1,963).

Base: Non-students/non-alumni respondents (n=632).

Base: Total respondents (Current Students n=613; Alumni n=381; All Others n=632).

# CSUCI is viewed positively overall

## Top Impressions of CSUCI (General Population)

**58%** A university with a commitment to access and dedicated to serving a diverse population of students

**41%** A university building a new and innovative higher education institution that enables students to succeed and channel their potential

**41%** A university that is critical to future success of our region and state and serves as an engine for social and economic vitality

## Perceptions of CSUCI's Community Involvement (Top 2 Box Ranges)

**79% - 87%** Current Students

**78% - 89%** Alumni

**80% - 90%** All Others

All Others are more likely to agree with CSUCI's *students are involved in the community (than current students only) and values my involvement, feedback or input.*

## Perceptions of CSUCI (Top 2 Box Agreement Rating)



Current Students (a)



Alumni (b)



All Others (c)

	Current Students (a)	Alumni (b)	All Others (c)
Encourages student to succeed by providing support services and programs	92%	90%	93%
Reputation for achievement and educational quality has improved over the last decade	91%	92%	93%
Offers a top-quality education	90%	90%	87%
Has a top-quality faculty	86%	a 91%	87%
Prepares its student for the workforce	84%	84%	ab 92%
Is geographically convenient	79%	84%	ab 88%
Is a school of first choice	c 70%	c 70%	60%

(Letter) Denotes a significant difference at the 95% confidence level.  
Base: Total respondents answering.

# CSUCI education is generally perceived to be of high value, with smaller class sizes, good staff and great location being its top best aspects



Current Students (a)



Alumni (b)



All Others (c)

**Perceived Value of CSUCI Education (Top 2 Box)**

**c 83%**

**ac 88%**

**77%**

**Most Mentioned CSUCI's Best Aspects**

- Smaller class sizes/student to teacher ratio (13%) c)
- Teachers/tutors/counselors/faculty (13% c)

- Smaller class sizes/student to teacher ratio (26%) ac)
- Teachers/tutors/counselors/faculty (17% c)

- Location/local/convenient (11% a)

**Top Suggested Improvements**

- Parking could be better/cheaper (12% c)

- Parking could be better/cheaper (14% c)
- More varied degrees/programs (6% a)

- More varied degrees/programs (3% a)

(Letter) Denotes a significant difference at the 95% confidence level.

Base: Total respondents (Current Students n=613; Alumni n=381; All Others n=632).



# Likelihood to recommend CSUCI is strong among all groups, with good location, good academics, good staff and small classes being the factors driving recommendations



Current Students (a)



Alumni (b)



All Others (c)

**Likelihood to Recommend CSUCI**  
(Top 2 Box)

**c 86%**

**ac 91%**

**75%**

**Most Mentioned Reasons for Recommending CSUCI<sup>^</sup>**

- |  |  |   |
|--|--|---|
| <ul style="list-style-type: none"> <li>▪ Good location/convenient/close to home (6%)</li> <li>▪ Good faculty/teachers (6% c)</li> <li>▪ Good academics/programs/quality education (5%)</li> <li>▪ Small class sizes/One on one with teachers (5% c)</li> </ul> | <ul style="list-style-type: none"> <li>▪ Good academics/programs/quality education (12% ac)</li> <li>▪ Small class sizes/One on one with teachers (8% c)</li> <li>▪ Good location/convenient/close to home (7%)</li> <li>▪ Good faculty/teachers (7% c)</li> </ul> | <ul style="list-style-type: none"> <li>▪ Good location/convenient/close to home (8%)</li> <li>▪ Good academics/programs/quality education (5%)</li> </ul> |
|--|--|---|

(Letter) Denotes a significant difference at the 95% confidence level.

Base: Total respondents (Current Students n=613; Alumni n=381; All Others n=632).

<sup>^</sup>Base: Those who definitely/probably would/would not recommend CSUCI to others (Current Students n=600; Alumni n=374; All Others n=537).

# Location compared to home and small class sizes are the most significant CSUCI attributes among both current students and alumni

- Ability to study/travel abroad, availability of weekend and evening courses (current students only) and social opportunities in local community (alumni only) are the least significant CSUCI attributes.

## Most Significant CSUCI Attributes

(Top 2 Box)



- Quality of academics (81%)
- Location compared to home (80%)
- Small class sizes (80%)

## Least Significant CSUCI Attributes

(Top 2 Box)

- Ability to study/travel abroad (36%\*)
- Availability of weekend and evening courses (44%)

*Opportunities for internship* is also more significant to current students than alumni.



- Small class sizes (88%\*)
- Ability to complete program/degree (87%\*)
- Location compared to home (86%\*)

- Ability to study/travel abroad (30%)
- Social opportunities in local community (40%)

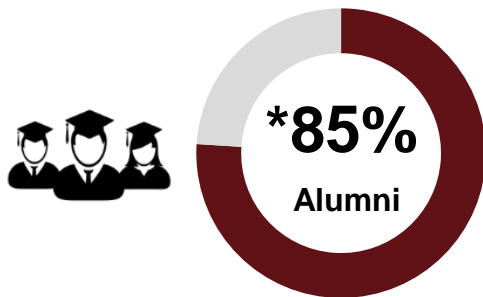
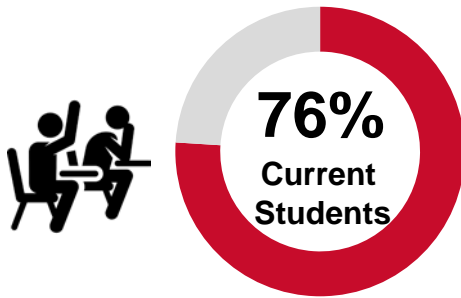
Other attributes that are more significant to alumni are *setting/physical environment* and *campus size*

(\*) Denotes a significant difference at the 95% confidence level.  
Base: Current students and alumni (Current Students n=613; Alumni n=381).  
^Base: Those who rated that aspect as significant (4 or 5 rating) (ns vary).

# Current students and alumni are highly satisfied with their CSUCI experience, with satisfaction being higher among alumni

- The most satisfactory attributes are *small class sizes* and *campus size*, while the least satisfactory attributes are *opportunity for internships*, *opportunity to conduct research with faculty* (current students only), and *availability of weekend and evening courses* (alumni only).

## Overall Satisfaction with CSUCI (Top 2 Box)



## Most Satisfactory CSUCI Attributes

(Top 2 Box; Among those who rate it as significant)



Top 2 Box Range:

74% - 95%

- Small class sizes
- Campus size



Top 2 Box Range:

79% - 99%

- Small class sizes
- Campus size

## Least Satisfactory CSUCI Attributes

(Top 2 Box; Among those who rate it as significant)

- Opportunity to conduct research with faculty
- Opportunities for internships
- Availability of weekend and evening courses
- Opportunities for internships



Alumni are more satisfied with *small class sizes*, *campus size*, *location compared to home*, *ability to complete program/degree in timely manner* and *opportunity to conduct research with faculty*

(\*) Denotes a significant difference at the 95% confidence level.

^Base: Those who rated that aspect as significant (4 or 5 rating) (ns vary).

# Though satisfaction is high among current students and alumni, there are areas of opportunity to further increase satisfaction

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	 <b>Current Students</b>	 <b>Alumni</b>
<b>Opportunities</b> (High Significance/Low Satisfaction)	<ul style="list-style-type: none"> <li>▪ Availability of specific academic program</li> <li>▪ Commitment to student needs and interests</li> <li>▪ Ability to complete program/degree in timely manner</li> </ul>	<ul style="list-style-type: none"> <li>▪ Availability of specific academic program</li> <li>▪ Commitment to student needs and interests</li> </ul>
<b>Strengths</b> (High Significance/High Satisfaction)	<ul style="list-style-type: none"> <li>▪ Location compared to home</li> <li>▪ Small class sizes</li> <li>▪ Quality of academics</li> <li>▪ Quality of academic program</li> <li>▪ Quality of the faculty</li> <li>▪ Setting/physical environment</li> <li>▪ Campus size</li> </ul>	<ul style="list-style-type: none"> <li>▪ Location compared to home</li> <li>▪ Small class sizes</li> <li>▪ Quality of academics</li> <li>▪ Quality of academic program</li> <li>▪ Quality of the faculty</li> <li>▪ Setting/physical environment</li> <li>▪ Campus size</li> <li>▪ Ability to complete program/degree in timely manner</li> </ul>

(\*) Denotes a significant difference at the 95% confidence level.

Base: Current students and alumni (Current Students n=613; Alumni n=381).

^Base: Those who rated that aspect as significant (4 or 5 rating) (ns vary).

# Current students indicate having an overall positive experience at CSUCI, with the top challenge they face being parking/transportation issues



## Student Experience at CSUCI<sup>^</sup> (Top 2 Box Agreement)

**93%** I feel CSUCI students are encouraged to work collaboratively with other students

**87%** I would describe the student body at CSUCI as diverse and multicultural

**85%** I feel students are encouraged to take advantage of undergraduate research opportunities with other students or faculty

**82%** I feel a connection to CSUCI

**76%** I feel my voice and opinion are valued by CSUCI leadership

<sup>^</sup>Base: Current students answering. (n=506-564)  
Base: Current students. (n=613)

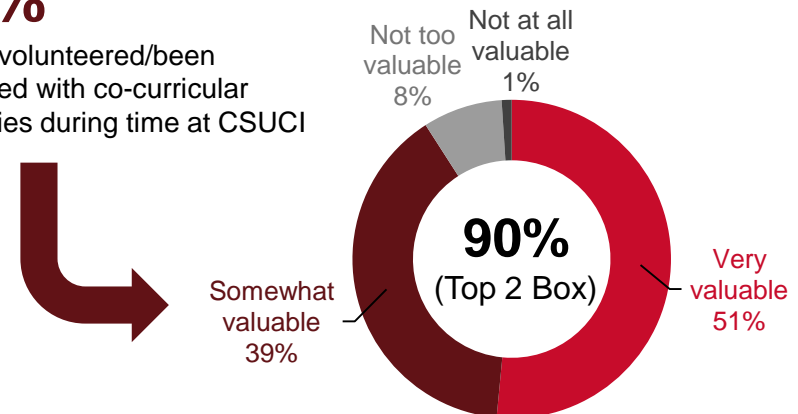
## Top Challenges at CSUCI<sup>^</sup>

Parking or transportation issues	69%
Unavailability of classes	48%
Lack of advising or mentorship	31%
Student debt	30%

## Perceived Value of Volunteering/ Co-Curricular Involvement

**44%**

Have volunteered/been involved with co-curricular activities during time at CSUCI



# Though few alumni are involved in the local chapter, 38% regularly read the newsletter and most feel connected to CSUCI

- More than half of alumni are interested in engaging with other CSUCI alumni, primarily through alumni events and social media.



## Alumni Engagement

**17%**

Involved in local CSUCI alumni chapter

**26%** not aware of local CSUCI alumni chapter

**38%**

Regularly read Alumni & Friends Association newsletter

**55%**

Interested in engaging with other CSUCI alumni

## Most Preferred Methods of Engagement

**72%**

Alumni events

**56%**

Social media

## Alumni Experience<sup>^</sup> (Top 2 Box Agreement)

I feel a connection to CSUCI

87%

I attribute a significant part of my success to having attended CSUCI

84%

I maintain connections with other CSUCI alumni

74%

Attending CSUCI helped me to find/retain a job

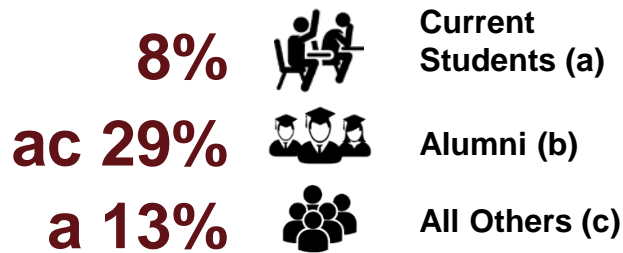
72%

<sup>^</sup>Base: Alumni answering. (n=332-376)  
Base: Alumni. (n=381)

# Few current students have donated to CSUCI, but most are interested in supporting CSUCI, primarily by attending an event

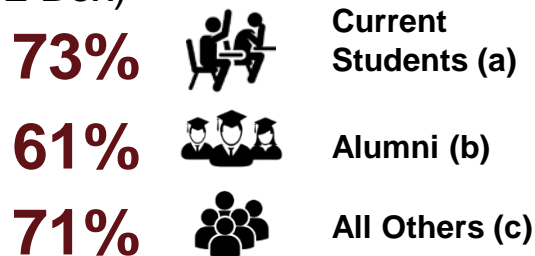
## Have Made Financial Gift/In-Kind Contribution to CSUCI

(Yes - %)



## How Well Does CSUCI Inform About Need and Use of Donations?

(Top 2 Box)

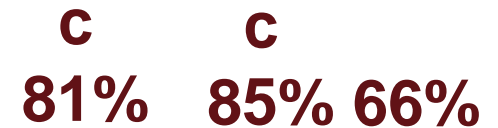


(Letter) Denotes a significant difference at the 95% confidence level.

Base: Total respondents (Current Students n=613; Alumni n=381; All Others n=632).

^Base: Those who have made financial gifts/in-kind contributions to CSUCI (Current Students n=51; Alumni n=109; All Others n=84).

## % Interest in Supporting CSUCI



Top Ways to Support CSUCI	Current Students (a)	Alumni (b)	All Others (c)
Attending an event	c 64%	c 66%	50%
Volunteer with alumni activities	c 38%	c 39%	10%
Financial contribution	c 17%	ac 31%	12%
Providing testimonials	c 24%	c 28%	4%

# Conclusions

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1. Overall, perceptions of the university are very positive.
2. Students and alumni indicate having or have had positive experiences at the school and are highly satisfied.
3. Alumni strongly feel connected to CSUCI and attribute a significant part of their success to their attendance at CSUCI.
4. CSUCI's strengths include: small class sizes, convenient location, quality staff, and quality programs/academics.
5. Awareness and familiarity with CSUCI is fairly strong among non-students/non-alumni respondents. UCLA and USC are the most known local universities, with CSUCI following closely in unaided awareness.
6. Areas of awareness that have room for improvement include: CSUCI offering online courses, CSUCI's Top 25 ranking status and student research opportunities at the university (especially among current students).
7. The top challenge facing current students is parking/transportation issues.
8. Potential opportunities to further enhance the experience at CSUCI include: availability of specific academic programs, commitment to student needs and interests, and ability to complete program/degree in timely manner.