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AUTHOR	Jacobs, Bart R.
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ABSTRACT

Utah Valley Community College became Utah Valley State College (UVSC) in 1993, due to the increasing need for a four-year, degree-granting institution in Utah County. UVSC now offers 21 four-year programs, and enrollment has been growing at an average rate of 8% per year since 1986. There were 20,946 students enrolled for fall term 2000, and 30,000 students are projected for the year 2006. In order to further examine the educational needs of Utah County and to identify where a satellite campus would best be located, UVSC conducted a survey. There were 502 respondents, and findings include: (1) 25% of respondents reported that had not recently heard or read anything about the college; (2) 19% said that UVSC had good programs and classes, and 16% said it was a good school in general; (3) 11% suggested the college offer more degrees, programs, and classes; (4) 80% of Utah County residents were in favor of increased funding for UVSC; (5) Utah County residents in high-income groups with high education levels strongly supported building a new campus/facilities and were in favor of adding more degree programs to the curriculum; (6) UVSC must address issues of traffic, parking, raising faculty salaries, and decreasing the numbers of adjunct faculty in order to increase faculty standards. Appended are the North Valley/South Valley Survey and 50 statistical tables of responses to each question on the Survey. (Contains 13 references.) (NB)

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North Valley/ South Valley Survey – Perceptions of Utah Valley State College and the Need for a Branch Campus

by Bart R. Jacobs

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North Valley/South Valley Survey – Perceptions of Utah Valley State College and the Need for a Branch Campus

Bart R. Jacobs

Utah Valley State College was founded in 1941 as the Central Utah Vocation School to serve the vocational training needs of Central Utah, but the actual "birth of the school as a state institution was March 15,1945." (2000-2001 Fact Book, UVSC, p2). The name changed to Utah Trade Technical Institute in 1953 and was later renamed to Utah Technical College in 1967. In 1971 the College was approved for the Associate of Science Degree and later became Utah Valley Community College in 1987.

College students in the 1970s and 80s, mostly from Utah County, would use the College as a stepping stone, earning general education classes, often transferring to Brigham Young University, located just a few miles away, to finish their undergraduate degree. In the late 1980s, Brigham Young University (owned by the Church of Jesus Christ of Latter Day Saints) began restricting applications of local students so they could offer their religion affiliated higher education experience to more out of state students. This action by BYU left baccalaureate degree seeking students living in Utah County, the second largest county in Utah, the option of either leaving the county to attend another four-year institution or commuting over 40 miles to the University of Utah.

UVCC President Kerry D. Romesburg recognized the demand for alternate four-year degree programs in Utah County and initiated a program establishing a University Center to bring baccalaureate programs from Utah State University and Weber State University. The courses were taught at UVCC, but the degrees were awarded from the offering institutions. The University Center was a cumbersome, stopgap solution and soon after its inception President Romesburg obtained provisional accreditation to offer a limited number of high demand four-year degrees in 1993. The name of the college was then changed to Utah Valley State College, and the mission statement was expanded to include four-year programs.

Since then, full accreditation has been awarded, and UVSC now offers 21 four-year programs, most recently adding History, Secondary Education, Biology, Earth Science, English, and Nursing, in March and April of 2001. Even with this growing list of available degrees, the demand for new four-year programs is increasing. An immediate list of proposed programs includes the following four-year degrees: Business and Marketing Education, Health Education, Chemistry/ Physics Education, Mathematics Education, Multimedia Communication Technology, Chemistry, Mathematics, and Physics.

Student body growth at UVSC has averaged over 8% per year since 1986, (2000-2001 Fact Book, UVSC, p53) becoming the fastest growing higher education institution in Utah. Even with constant building construction projects, renovations, and new facilities, the student body growth has out-paced campus expectations, and more space is needed to accommodate the increasing student headcount and meet the growing needs of Utah County. Courses have been offered at off-campus sights (i.e. University Mall, Heber, Spanish Fork, and American Fork) in an effort to alleviate congestion on campus and better meet the evolving needs of the community, but demand is exceeding available space.

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Because of the unexpected student growth always exceeding projections, and the increasing number of programs and degrees offered at UVSC, space on campus has remained an ongoing issue. Other college and university campuses experiencing a similar paradigm, have built branch campuses to accommodate growth and special needs of the surrounding community.

Literature Review

This literature review relates growth patterns to reasons other institutions have established branch campuses to meet their needs. It also gives examples of aspects to be considered when undertaking such a project.

Headcount at Utah Valley State College for Fall term 2000 was 20,946, with a projected headcount of over 30,000 by 2006 (2000-2001 Fact Book, UVSC, pp50-54). Actual headcount has continually surpassed the conservative projections. When the Orem campus was built, it was intended to accommodate approximately 16,000 [students] (Sorensen, W. W., 1985, p61). Four-year programs, unexpected student body growth, and associated congestion and traffic problems have forced Utah Valley State College to look for alternative solutions to accommodate the demand for technical, vocational, and higher education programs in Utah County.

Utah County population growth has exacerbated the enrollment growth at UVSC. It is one thing when a small county shows double or triple digit growth rates in a 10-year period, but Utah County was the second largest county in Utah in 1990 experiencing 39.8% percent growth (Utah State Data Center, 2001). Ocean County College (OC) in New Jersey used a similar growth trend in a portion of their county as a main factor when justifying their need for a branch campus claiming, "[the] population of southern OC had increased by an estimated 19.2 percent between 1980 and 1985" (Parrish, Richard, M. and Harris, David W., 1986, p4).

Similar growth patterns were experienced by Arizona State University when they were proposing a new branch campus. "Even though considerable variance is used, from the [stated] figures it is apparent that enrollment pressure on Arizona State University will become intolerable unless additional facilities for higher education are established" (Arizona State University Branch Campus Study Committee, 1977, p7). Space is a genuine concern for colleges and universities, for many different reasons. "Guidelines and standards to be useful must embody a flexible approach to determining space needs that meet the different missions of individual institutions" (Fink, Ira, 1999, p12).

Branch campuses are not a new concept, but it is important to note that they fill different needs for different geographical locations, colleges, and universities. When comparing branch campuses to the parent institution their "mission, role, and scope... [served] to identify issues of greater differences than to identify commonalities." (Hermanson, Dean R., 1993, p25). Branch campuses must also blend in with, and compliment, the area where they are established. They can be contributing facets of a community and in some cases have the requirement "to provide a wide variety of cultural, social, and educational service to the community at large within their service areas" (Landini, Albert J., 1975, p4). Relevant factors such as student population, educational programs, and community relationships will relate specifically to the functions of the branch campus. "Since no two institutions are alike, the overall

requirements for a specific site will vary according to the specific need" (Colorado Commission on Higher Education, Denver, 1974, pA-1).

Congestion, traffic, and location are limiting factors to the main campus of UVSC. The I-15/University Parkway interchange is the busiest off ramp in Utah and required a complete overhaul (2000/2001) to accommodate traffic. New businesses including Super Wal-Mart, McDonalds, Laquinta Inn, Fairfield Inn, Hampton Inn and Suites, Krispy Kreme Doughnuts, and three gas station/convenience stores are just a few of the businesses that line University Parkway and Sandhill Road, all within two blocks of the main UVSC entrance. Building a branch campus to alleviate some of the traffic woes will help take the pressure off the bulging main campus. "Satellite campuses are intended to serve new student markets as well as provide better access for existing students via off-campus sites" (Strickland, Wayne, 1978, p1).

Student demographics are also playing a key role in higher education's goal to accommodate student and community needs. The profile of the average college student is changing. Increasing numbers of students "are older, working adults who participate part-time and who need access to degree programs close to home or work [during] evenings and [on] weekends" (Higher Education Coordinating Board, State of Washington, 1990, p20). Multi-campus systems are becoming more important in areas concerning "demographic diversification (in both age and ethnicity), outsourcing and privatization, and transformations as a result of information technology" (Casey, Martha, 1999-2000, p50). More older and part-time students interested in career enhancement are joining the college ranks. Demographic cohorts with the fastest growing college-age populations are "minority, immigrant, and low-income groups who must, as a matter of economic and social necessity, be mainstreamed into the higher education system" (Chapman, Perry M., 1999, p29). Branch campuses provide greater access, and convenient locations to meet the dynamic needs of students.

Study Purpose

This survey was requested with the intention of researching educational needs in Utah County and also included questions about perceptions of Utah Valley State College. The main purpose of the survey was to geographically identify where a satellite campus would best suit the needs of the county. Other areas of interest are as follows:

- Respondent education status and demographic information;
- Perceptions of undergraduate opportunities in Utah County;
- Perceptions of higher education institutions across the Wasatch Front;
- Perceptions of vocational and technical facilities across the Wasatch Front;
- Preference of institution;
- Opinion of legislative funding for higher education institutions;
- Perceptions of Utah Valley State College;
- History of attendance at Utah Valley State College;
- Most convenient location in Utah County to attend college courses;
- Household income.

METHODOLOGY

The survey was issued for bid and contracted to XCENTRIX SCI of Orem, Utah. XCENTRIX conducted the survey between January 23 and January 27, 2001. The population of the survey consisted of 502 random respondents representing the demographic makeup of Utah County, 18 years and older. There was also an over-sample taken of an additional 150 respondents north of Orem and 150 respondents south of Provo.

The coverage area of this survey was limited to Utah County only and did not extend to adjacent cities bordering the county. The survey did not include program preferences, local business and industry need, or economic, administrative or procedural overviews.

Worthlin Corporation designed the original survey instrument for Utah Valley State College. It was then reviewed and slightly modified by the Institutional Research department before being submitted. XCENTRIX obtained a list of randomly selected telephone numbers for Utah County residents, then briefed and trained their staff for the project.

A pilot study was conducted by monitoring calls to respondents. Minor modifications to questions 6, 6a, 6b, and 7 were made, and the survey was underway. As the project progressed, it was noticed that certain demographic groups, age and gender, were not coinciding with the county demographics, so screening questions that targeted those groups were moved to the beginning of the survey. After the survey was conducted, XCENTRIX completed the coding of open-ended questions. The Office of Institutional Research completed the analysis of the data.

Most questions from the survey were asked to all the respondents. There was, however, a qualifying question asking respondents if they had any knowledge of Utah Valley State College. A negative response to the qualifying question resulted in bypassing the public perception questions about UVSC on the survey. Only 13 of the 502 random sample respondents had not heard of UVSC and did not answer questions 9 through 17. A complete copy of the survey instrument can be found in Appendix A. To identify patterns from specific demographic groups, respondents were identified by age, education, income and residential location in Utah County.

There were 502 respondents to this survey, and of those 55.6% (N=279) were female and 44.4% (N=223) were male. This indicated that there was a slight overrepresentation by females, but should not have a material affect on the survey results. Students attending Brigham Young University (BYU) were excluded from the survey for institutional loyalty reasons. Findings from the random sample revealed that 44.8% (N=225) of the respondents lived in the central (Orem/Provo) area of the valley. Of the remaining respondents 30.3% (N=152) lived in the north end of the valley, and 24.9% (N=125) of the respondents resided in the south valley. The demographic makeup of the survey cohort should be a fair representation of the Utah County population.

Survey results relating to age classes revealed that 22.8% (N=113) were traditional college students (18 – 24) and 51.8% (N=257) were non-traditional college age (25 – 49). The remainder of the survey cohort was evenly split with 13.3% (N=66) in both the established (50 – 64) and retired (65 and up) age groups. Breaking down age

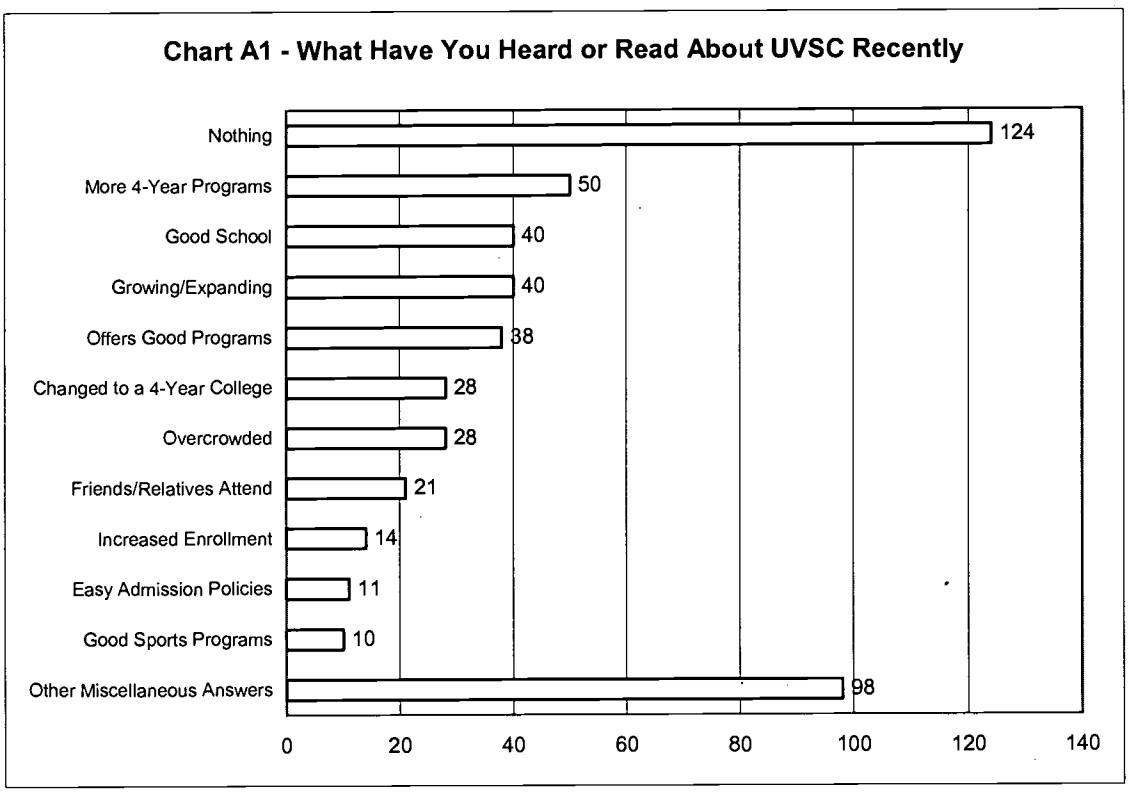
further revealed that 51.3% of the traditional college age (18 – 24) respondents lived in the Orem/Provo area, with 29.2% living in the north valley and 19.5% living in the south valley. Of the non-traditional age (24 – 49) respondents, 32.3% lived in the north valley and 25.7% lived in the south valley. More families in the high-income category appeared to favor the living in the north valley (40.9%) while 39.4% lived in Orem/Provo.

STUDY FINDINGS

Public Perceptions of Utah Valley State College

The survey questioned respondents about whether they had ever heard of Utah Valley State College. Those respondents, who were familiar with UVSC, were then asked what they had recently heard or read about the college. Almost 25% (N=124) reported that they had not recently heard or read anything about the College. Utah County (UC) has a population of approximately 400,000 (368,536 in 2000, Utah Data Guide). This survey was submitted to those 18 or older, representing approximately 80% of the county population, or 320,000 Utah County residents (UCR). The results of this question indicate that approximately 80,000 people in Utah County had not heard or read anything about UVSC recently (see Chart A1).

Most of the feedback received from the question was positive, the most popular answer indicating that Utah County was aware that UVSC was offering more four-year programs (10%, 32,000 UCR). Other favorable responses included that the College was a good school in general (8%, 25,600 UCR), it was growing and expanding (8%, 25,600 UCR), and that it offers good programs (7.6%, 25,600 UCR). One negative answer stood out among the other most popular replies revealing that residents feel UVSC has overcrowded programs and classes.



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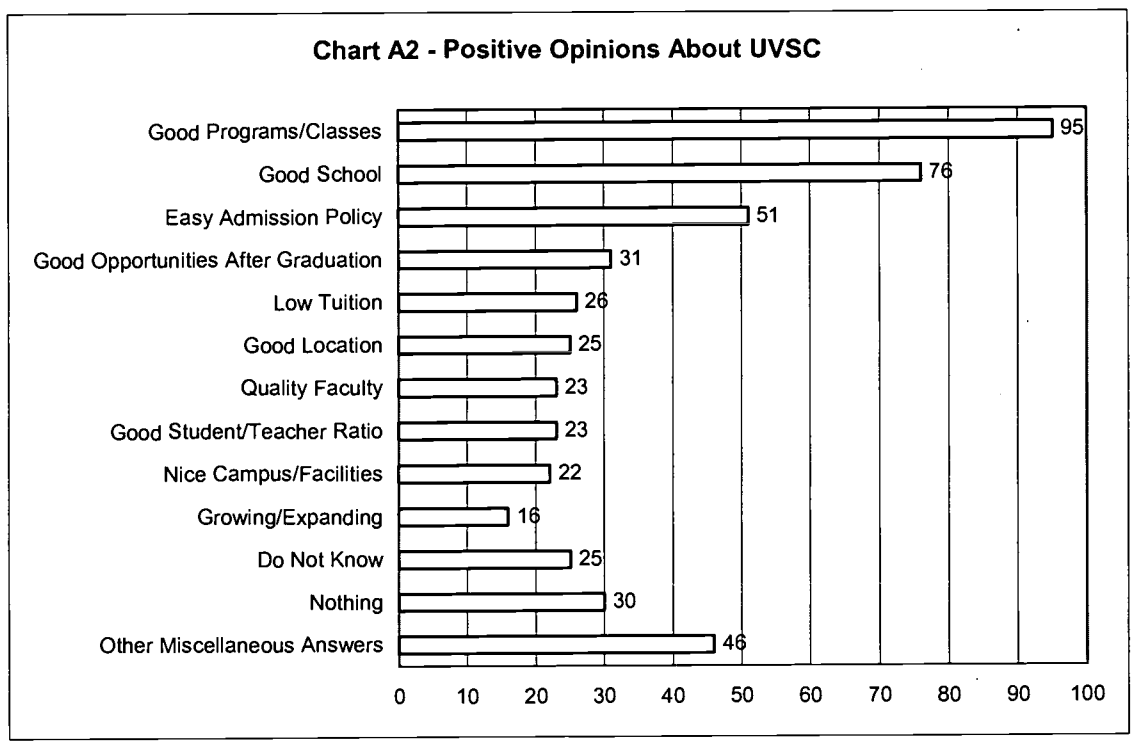
Positive Opinions

The survey then queried respondents about positive opinions or perceptions they had about Utah Valley State College. The two most popular replies were supported by over one third of the sample, with 19% (N=95) representing 60,800 UCR, saying that UVSC had good programs and classes, and 15.5% (N=76, 49,600 UCR), indicating that it was a good school in general (see Chart A2). This was echoed in the results of questions 6a and 6b concerning which Utah college or university would be the first or second choice for a child. Although BYU was the most preferred first choice institution for Utah County residents with 54.2% (N=272), UVSC was a strong second with 23% (N=113). UVSC was the preferred second choice of Utah institutions receiving 32% (N=159). See Tables 6a and 6b in Appendix B.

There was also a prominent group (10.4%, (N=51, 33,280 UCR) saying that UVSC had an easy admission policy. Another 6.3% (N=31) suggested there were good opportunities available for graduates of UVSC, and 5.3% (N=26) indicated that they considered tuition to be low and a good value. Other positive opinions included that UVSC has a good location, a quality faculty, and a good student/teacher ratio.



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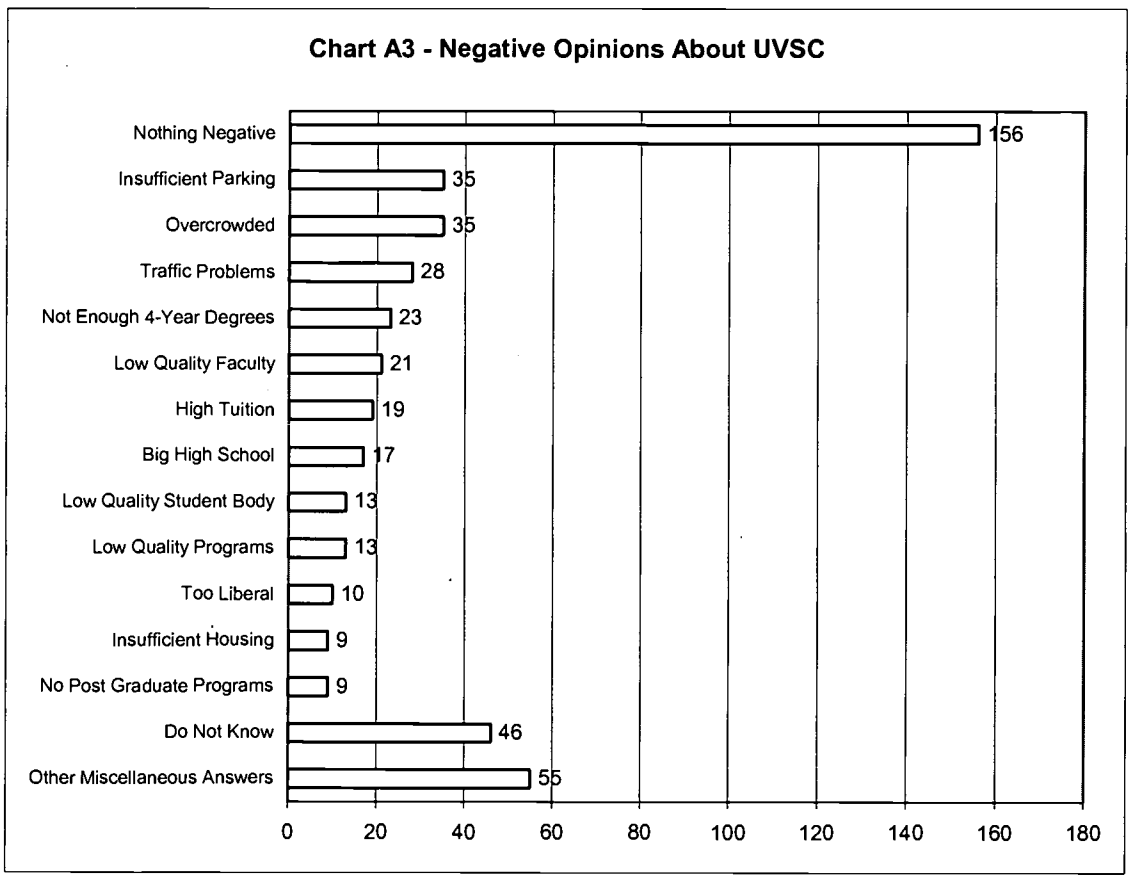
Good programs and classes was a popular opinion among the middle-income group ($25,000 to $75,000) and those respondents in the mid level education category (some college or vocational training), with a response rate of 19.6% and 19.2% respectively. Over 29% of the upper income ($75,000 or more) respondents showed support that UVSC was a good school in general with 21.2% of the retired population (65 and older) also affirming that opinion.

Negative Opinions About UVSC

The following two categories reveal some of Utah County's concerns about certain aspects of Utah Valley State College. One promising response to the question addressing negative opinions about UVSC was that 31.9% (N=156), representing 102,080 UCR, had nothing negative to say about the college (see Chart A3). Two points that topped the negative opinion list were that UVSC, was overcrowded and that there was insufficient parking on campus (each supported by 7.2%, N=35, representing 23,040 UCR). Other more frequent answers included concerns about traffic problems (N=28), not enough four-year degrees (N=23), and low quality faculty (N=21).



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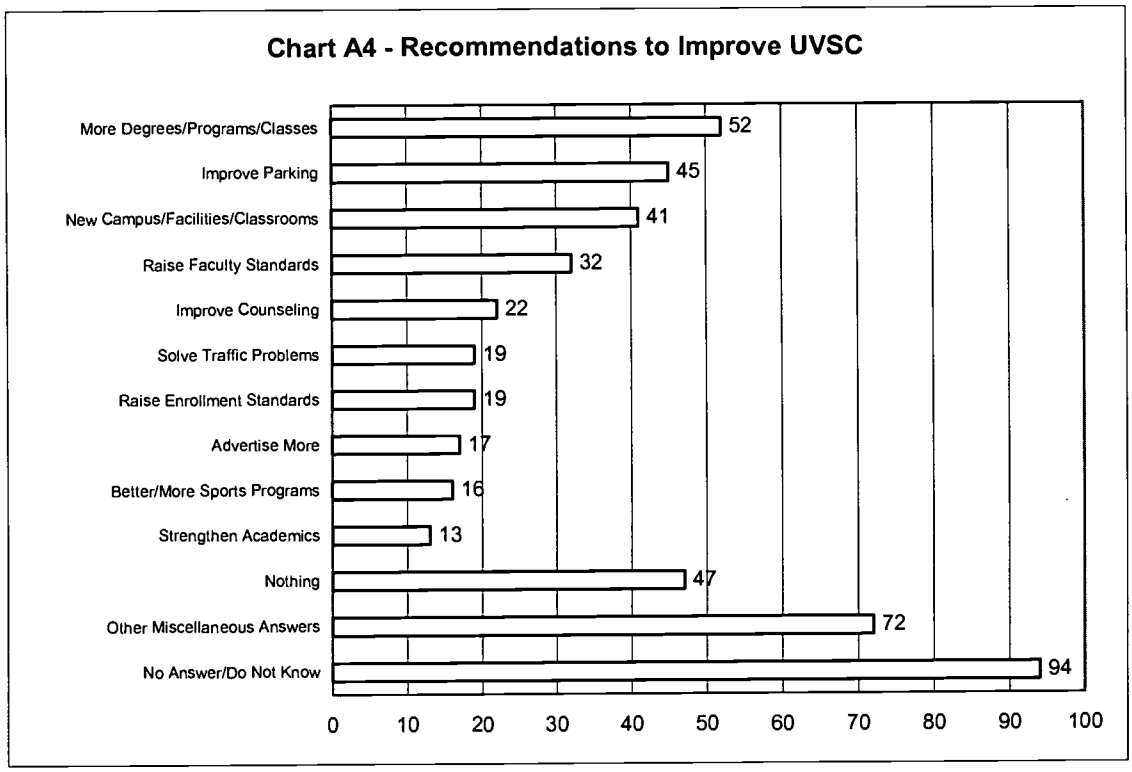
Recommendations to Improve UVSC

Recommendations to improve UVSC somewhat reflected the negative opinions expressed previously. The number one suggestion for College improvement was the need for more degrees, programs, and classes (see Chart A4), supported by 10.6% (N=52, 33,920 UCR). The second most popular recommendation was to improve parking (N=45, 9.2%, 29,440 UCR). Respondents also suggested building a new campus, more facilities, and more classrooms (N=41, 8.3%, 26,560 UCR), to help solve the overcrowding issue. Raising faculty standards, improving counseling, solving traffic problems, and raising enrollment standards were also among the most requested recommendations.



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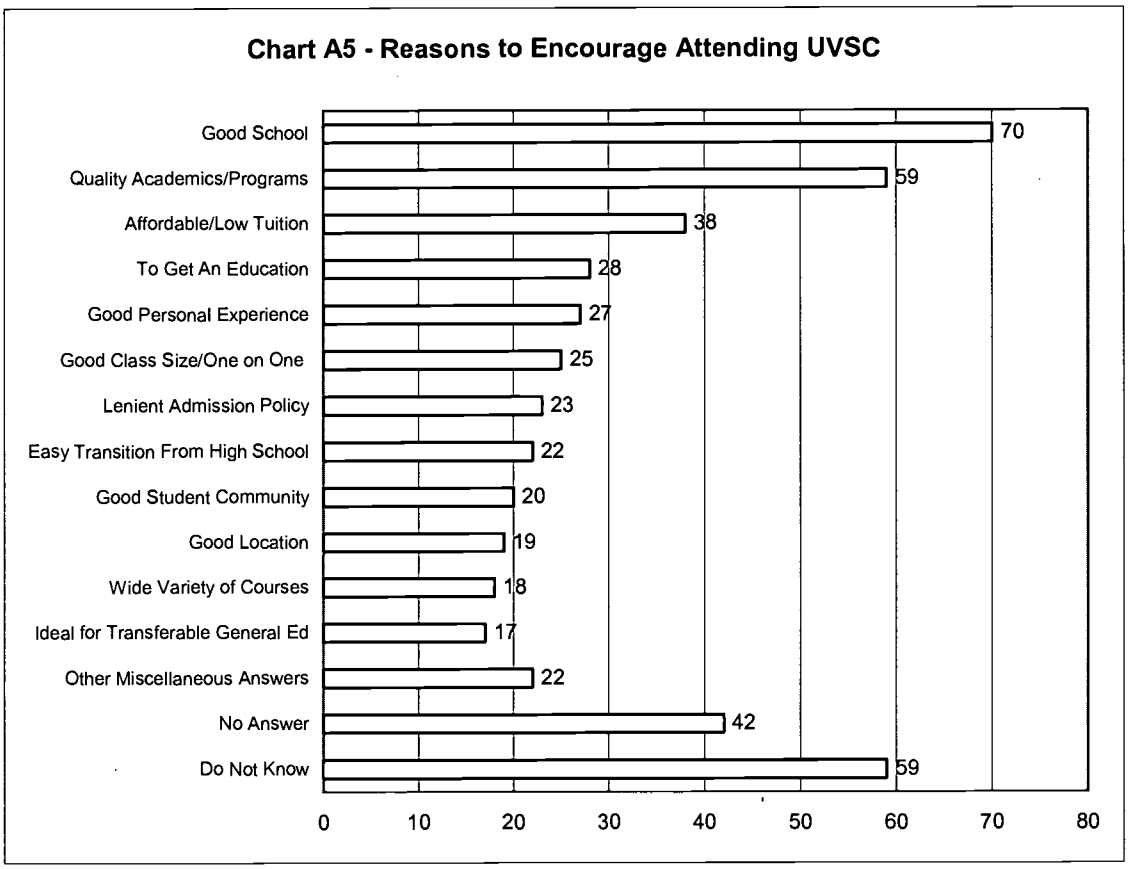
Residents of Utah County advocated that they would support improvements for UVSC by their answers to questions concerning increased legislative funding for Utah colleges and universities (see tables Q7a through Q7h in Appendix B). Almost 80% (N=401) of Utah County residents were in favor of increased funding for UVSC.

Encourage or Discourage Attendance to UVSC

Respondents were asked whether they would encourage or discourage a family member's attendance if they indicated an interest in UVSC. Only 2% (N=11) said they would discourage their child from attending UVSC, most indicating a preference for a university and its associated benefits. Other reasons for discouraging enrollment included high tuition, overcrowding, and being too liberal.

The majority of respondents, almost 81% (N=394, 256,000 UCR), reported they would encourage their family members to attend UVSC for numerous reasons (see Chart A5), and 17% (N=81) indicated they would remain neutral. Respondents encouraged attendance primarily because they considered the College to be a good school (N=70, 14.3%, 45,760 UCR) that offered good classes and programs (N=59, 12%, 38,400 UCR) at an affordable tuition rate (N=38, 7.7%, 24,640 UCR). They also believed that UVSC was a good place to get an education, and that the college provides a good personal experience.



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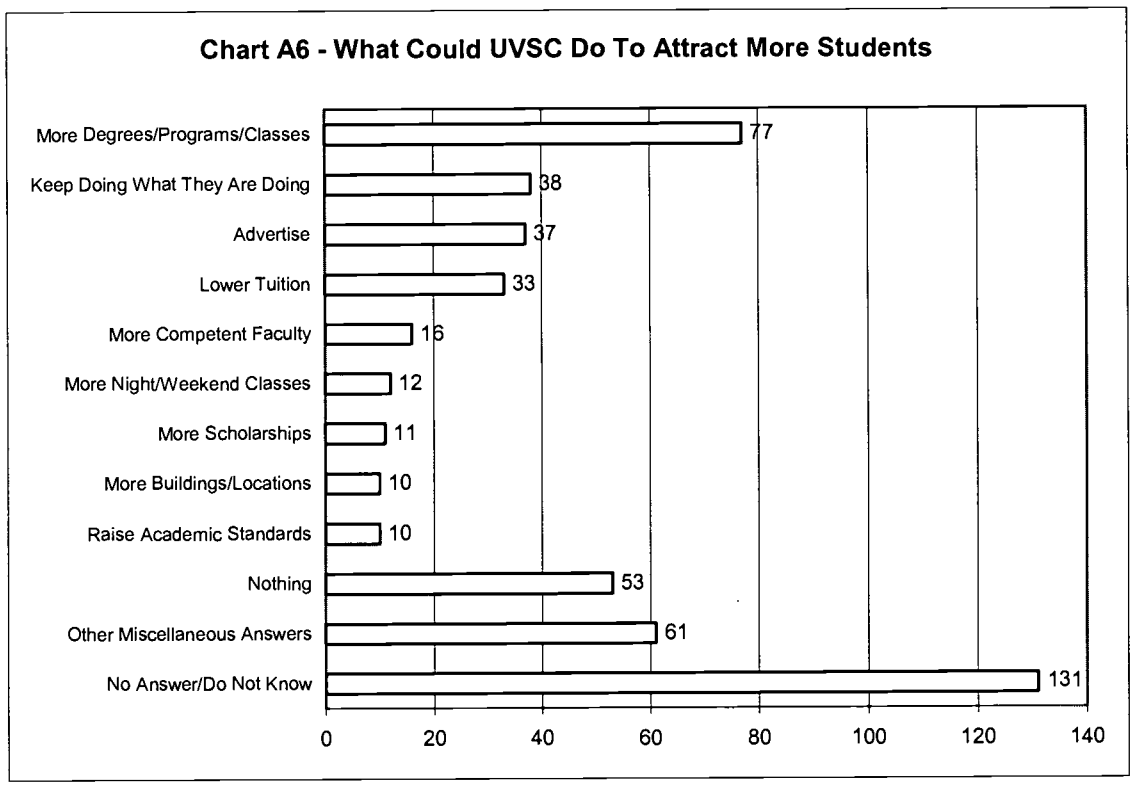
Attract More Students

When asked what UVSC could do to attract more students, 15.7% (N=77 representing 50,240 UCR) indicated more four-year programs and a wider variety of classes as the main enhancements for the College (see Chart A6). Another 7.8% (N=38, 24,960 UCR) wanted the school to keep doing what they are already doing, and 7.6% (N=37, 24,320 UCR) suggested more advertising. This was followed closely by 6.7% (N=33, 21,440) who suggested lower tuition. Other recommendations included more competent faculty, increased night and weekend class offerings, additional scholarships, and raising academic standards.



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Families with high incomes ($75,000 and up) and high education levels (four-year degree or more) are more prone to encourage higher education for their children. Utah County residents in those groups strongly supported building a new campus/facilities and wanted more four-year programs and degrees. They also highly recommended raising standards for faculty as a way to attract more students.

Rating Specific Aspects of UVSC

Utah County residents were asked to rate certain aspects of Utah Valley State College compared to other colleges and universities in the state. The category that received the highest rating of excellence was the quality of religious programs and support, which received 34.2% representing 109,440 UCR. Another 33.1% (105,920 UCR) gave the category an above average rating (see Table 1). Quality of vocational and technical programs garnered over 70% of respondents giving it above average or high rating, and the reputation of UVSC received a 66% response of above average or more.

Table 1 - Comparative Utah County Ratings for UVSC (N=489)

	High	Above Avg	Average	Below Avg	Low	No Response
Quality of Religious Programs and Support	34.2%	33.1%	23.7%	2.2%	2.0%	4.7%
Quality of Vocational/Technical Programs	28.4%	41.9%	21.9%	2.9%	0.4%	4.5%
Reputation of the Institution	25.2%	40.7%	26.0%	4.5%	1.2%	2.5%
Quality of General Education Programs	22.1%	45.2%	25.2%	2.2%	1.2%	4.1%
Competent Faculty	21.5%	39.5%	30.5%	3.5%	0.6%	4.5%
Preparing Students for the Future	21.3%	44.8%	26.2%	3.3%	0.8%	3.7%
Quality of Student Body	20.0%	38.9%	31.7%	3.9%	1.6%	3.9%
Student to Teacher Ratio	18.0%	31.9%	36.0%	4.9%	2.0%	7.2%
Quality of Academics	17.2%	42.3%	33.5%	4.3%	0.4%	2.2%
Academic Advising for Students	16.6%	33.7%	33.5%	7.6%	2.5%	6.1%
Extent of Course Offerings	13.3%	34.4%	42.5%	5.3%	1.2%	3.3%
Athletic Programs	10.0%	23.7%	41.9%	15.7%	2.7%	5.9%

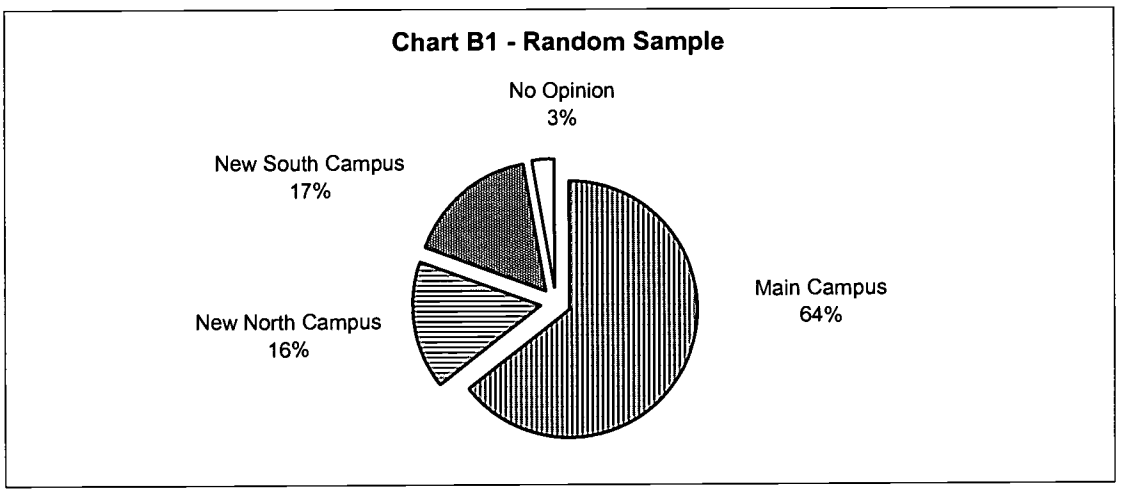
P<.05 C.I. +/– 5%

The athletic programs received the lowest ranking of the available categories, despite national junior college (NJCAA) rankings in men and women's basketball, women's volleyball, and women's softball. One possible explanation could be that they are being compared to NCAA, Division 1 teams at Brigham Young University and the University of Utah.

The other lower ranking categories, i.e. academic quality, academic advising and extent of course offerings, substantiate the sentiments expressed in Chart A4 on recommendations to improve the College.

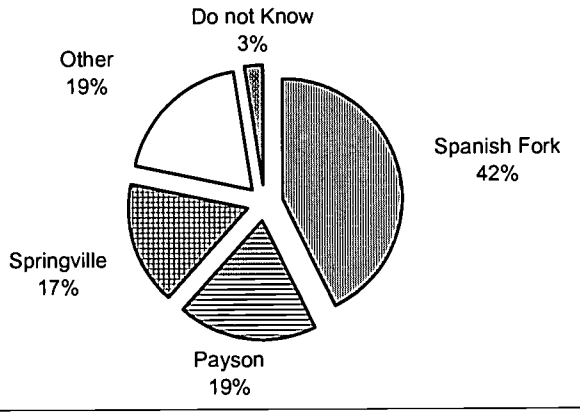
Educational Opportunities and Need for Branch Campuses

Building a branch campus would be a partial solution for additional classrooms, traffic congestion, and parking problems. When asked what location would be most convenient to attend, 64%, N=324 (of 502 total respondents in the random sample) said the main campus was their preference. A new campus built in the south valley was the second choice (N=83, 17%) and a new campus built in the north valley was close behind (N=81, 16%). See Chart B1.



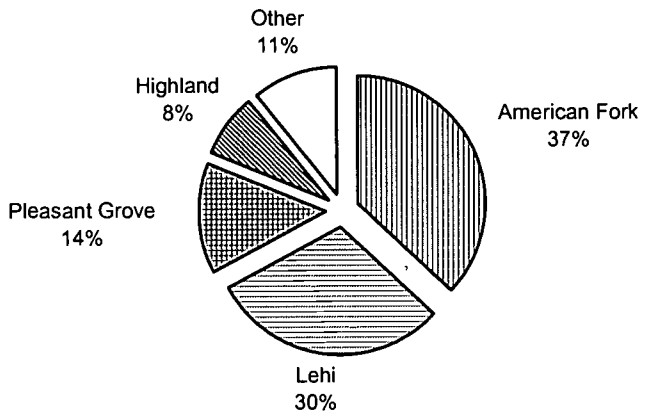
Over-sample respondents were included to obtain a good understanding of what city in the county would be a convenient location to build a branch campus. Spanish Fork was most favored with 42%, N=67 (see Chart B2) of the 157 south valley residents. Payson received 19% (N=30), and Springville 17% (N=26). The 1990 and 2000 Decennial Census revealed that Springville and Spanish Fork had almost identical populations with 20,424 and 20,246 respectively but also illustrated that growth during that 10-year period in Spanish Fork was 79.6% compared to 46.4% in Springville (Utah Data Guide, p9). If this growth rate continues, Spanish Fork should have the larger population by this publication date.

Chart B2 - City Preference - Southern Utah County



Results in the north end of the county revealed a closer race for the city choices. American Fork received the most endorsements 37% (N=55) for a branch campus sight, followed closely by Lehi, which claimed 30% (N=45), of the 149 north valley branch campus supporters (see Chart B3). American Fork is slightly larger in population, but Lehi experienced a 124.5% growth rate over a 10 year period, compared the 39.8% change in American Fork. The largest city in the north valley is Pleasant Grove, which came in third with 14% (N=21) of the support among those cities.

Chart B3 - City Preference - Northern Utah County



See Appendix B for a complete list of tables representing the survey answers.

SUMMARY AND RECOMMENDATIONS

Utah Valley State College is continuing to grow and has already surpassed the original estimated capacity for the Orem campus sight. Survey results show that more classes and four-year programs are the two top recommendations for UVSC to better serve the needs of the dynamic and evolving Utah County student market. Off-campus sights have helped meet the need by providing additional classes in more convenient locations.

Student demographics and needs are changing. More minorities, working adults, single parents, and older people are pursuing college classes and credits. Special needs such as a wider variety of classes and programs, more evening and weekend classes, and services provided closer to home, will have to be addressed with the changing demographics.

Public opinion concerning UVSC is mostly positive although a surprising number of county residents had not heard or seen anything about the school recently. Recognition and acceptance of UVSC as a four-year institution is gaining popularity in the county, and demand is increasing. To meet that demand, the College now offers 21 four-year degrees and more are being planned and proposed. UVSC will need to continue its expansion to meet the growing demands of Utah County. Problems with traffic, parking, counseling, and faculty standards will need to be addressed and incorporated into the immediate and long range plans. A competitive salary structure for new faculty, salary increases for current faculty, mentoring, and decreasing the number of adjunct faculty could help with complaints about faculty and academic standards.

A branch campus, strategically located in Utah Valley, is a possible solution that could help better serve students and the community. It would also help relieve the overcrowded main campus, and assist with the traffic and parking problems. If a branch campus is considered, several factors need to be taken into account. It should be built in an area with easy access and close to major population center. Spanish Fork was picked as a popular location in the south valley. American Fork was slightly favored over Lehi in the north, although both had substantial support.

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Appendix A

North Valley/South Valley Survey

Hello, I'm _____ of _____, a national research firm. We're talking with people in Utah Valley today and would like to ask you a few questions on a confidential basis. I am not selling anything, nor will I ask you for a donation. For quality control purposes my supervisor may monitor this call.
(DO NOT PAUSE)

A. Are you 18 years old or older?

1	YES	(SKIP TO Q1)
2	NO	(ASK B)
3	REFUSED	(ASK B)

B. May I speak with someone else in your household who is at least 18 years of age?

1	YES – IF "YES" – REPEAT INTRO WITH NEW PERSON IF UNAVAILABLE – ARRANGE FOR CALLBACK	
2	NO – NOT AVAILABLE –	ARRANGE FOR CALLBACK
3	NO – REFUSED	EXIT AND REPORT AS REFUSED
4	NO ONE 18 OR OLDER	THANK AND TERMINATE

C. Gender (BY OBSERVATION)

1	Male
2	Female

Q1 Are you a student at Brigham Young University?

1	YES	THANK AND TERMINATE
2	NO	CONTINUE

Q2 How would you rate the POST-HIGH SCHOOL education opportunities in the Utah County area compared with other counties along the Wasatch Front?

1	Much better
2	Somewhat better
3	About the same
4	Somewhat worse
5	Much worse
6	[DO NOT READ] Don't know/refused

Q3 In your opinion, are the 4-year under graduate opportunities in Utah County adequate or inadequate?

1 Adequate
2 Inadequate
3 [DO NOT READ] Don't know/refused

Q4 When you think of institutions that offer 4 year under graduate degree education, which institutions along the Wasatch Front are first to come to your mind? [PROBE] What others? [MULTIPLE MENTIONS ACCEPTED]

1 University of Utah
2 Brigham Young University
3 Utah Valley State College
4 Weber State University
5 Salt Lake Community College
6 Westminster
7 University of Phoenix
8 Don't know/no answer

Q5 In your opinion, are vocational and technical education facilities in Utah County adequate or inadequate?

1 Adequate
2 Inadequate
3 [DO NOT READ] Don't know/no answer

Q6 When you think of vocational and technical education along the Wasatch Front, what institutions first come to your mind? [PROBE] What others? [MULTIPLE MENTIONS ACCEPTED]

1 University of Utah
2 Brigham Young University
3 Utah Valley State College
4 Weber State University
5 Salt Lake Community College
6 Utah College of Massage Therapy
7 Stevens-Henager College
8 Provo College
9 Don't know/no answer

Q6a If you had a child that was just going to be starting college in a year, which Utah college or University would be your first choice for them to attend?
Open answer

1 University of Utah
2 Brigham Young University
3 Utah Valley State College
4 Weber State University
5 Salt Lake Community College
6 Utah State University
7 Snow College
8 Southern Utah University
9 Other In State Vocation/Technical
10 Other Out Of State College
11 Other
12 Don't know/no answer

Q6b If that child could not get into your first choice school for some reason, which Utah college or university would be your second choice for them to attend?
Open answer

1 University of Utah
2 Brigham Young University
3 Utah Valley State College
4 Weber State University
5 Salt Lake Community College
6 Utah College of Massage Therapy
7 Utah State University
8 Dixie College
9 Snow College
10 Southern Utah University
11 University of Phoenix
12 Ricks College
13 Other In State Vocation/Technical
14 Other Out Of State College
15 Other
16 Don't know/no answer

Q7a Would you favor or oppose the Utah State Legislature increasing funding for the University of Utah?

1 Favor
2 Oppose
3 Neutral
4 No Opinion

Q7b Would you favor or oppose the Utah State Legislature increasing funding for Utah State University?

1 Favor
2 Oppose
3 Neutral
4 No Opinion

Q7c Would you favor or oppose the Utah State Legislature increasing funding for Weber State University?

1 Favor
2 Oppose
3 Neutral
4 No Opinion

Q7d Would you favor or oppose the Utah State Legislature increasing funding for Utah Valley State College?

1 Favor
2 Oppose
3 Neutral
4 No Opinion

Q7e Would you favor or oppose the Utah State Legislature increasing funding for Dixie College?

1 Favor
2 Oppose
3 Neutral
4 No Opinion

Q7f Would you favor or oppose the Utah State Legislature increasing funding for Snow College?

1 Favor
2 Oppose
3 Neutral
4 No Opinion

Q7g Would you favor or oppose the Utah State Legislature increasing funding for Southern Utah University?

1 Favor
2 Oppose

3 Neutral
4 No Opinion

Q7h Would you favor or oppose the Utah State Legislature increasing funding for the College of Eastern Utah?

1 Favor
2 Oppose
3 Neutral
4 No Opinion

Q8 Have you heard of Utah Valley State College?

1	Yes	[ASK Q9]
2	No	[SKIP TO Q18]
3	[DO NOT READ] I think so, but not sure	[ASK Q9]
4	[DO NOT READ] Don't know/no answer	[SKIP TO Q18]

Q9 In thinking about UVSC, what specifically have you heard or read about UVSC recently?

Open answer

Q10 What are some the positive things you can say about UVSC?

Open answer

Q11 What are some of the negative things you can say about UVSC?

Open answer

Q12 Are you or any member of your immediate family employed by UVSC?

1 Yes
2 No
3 Don't know/no answer

Q13 Have you or any member of your family ever attended UVSC?

1 Yes
2 No
3 Don't know/no answer

Q14 If someone in your family indicated an interest in attending UVSC in Orem, would you encourage or discourage them to attend, or would you remain neutral?

1 Encourage [ASK 14b]

2	Discourage	[ASK 14a]
3	Remain neutral	[SKIP TO Q15]
4	[DO NOT READ] Don't know/no answer	[SKIP TO Q15]

Q14a (if discourage) why? Open answer

Q14b (if encourage) why? Open answer

Q15 From what you know of have heard, how would you rate UVSC in Orem compared to other colleges and universities in the state, on the following items, using a 1 to 5 scale where 1 is low or not very good and 5 is high or excellent?

A. Academic quality
B. Extent of course offerings
C. Competent faculty
D. Academic advising for students
E. Athletic program
F. Quality of the students attending the college
G. Has a good ratio of teachers to students
H. Preparing students for the future
I. Reputation of the institution
J. Quality of vocational/technical programs
K. Quality of general education programs
L. Quality of religious programs and support

Q16 What could UVSC do to attract you or member of your family as students? [PROBE ONCE] What else?

Open answer

Q17 Which location would be most convenient to attend?

1	The main campus in Orem [SKIP TO Q18]
2	A new campus somewhere in Southern Utah County [ASK Q17a]
3	A new campus somewhere in Northern Utah County [ASK Q17b]
5	Don't know/no answer

Q17a Near which city or location in Southern Utah County would you like to see a new UVSC campus built?

[SPECIFY NAME OF CITY]

Q17b Near which city or location in Northern Utah County would you like to see a new UVSC campus built?

[SPECIFY NAME OF CITY]

Q18 Which specific newspapers do you read?

Open answer

Q19 Which radio stations do you generally listen to?

Open answer

Q20 If you could make one suggestion or recommendation for UVSC to improve, what would it be?

Open answer

Statistical questions

D1 What is your age (group)?

1	18-20
2	21-24
3	25-29
4	30-34
5	35-39
6	40-44
7	45-49
8	50-54
9	55-59
10	60-64
11	65-69
12	70-74
13	75-older
14	No answer

D2 What is the last grade of formal education you completed?

1	Less than high school
2	High school graduate
3	Technical/vocational
4	Some college
5	College graduate
6	Post graduate
7	Don't know/no answer

D3 Are you currently enrolled in or have children enrolled in the following:

A. UVSC

B. Weber State University
C. Brigham Young University
D. University of Utah
E. Utah State University
F. Salt Lake Community College
G. Some other 4-year college (open answer)
H. Some other 2-year college (open answer)
I. Some other vocation/technical college

D4 What is your total annual family income? Please stop me when I reach your income. [READ CATAGORIES]

01 Under $15,000
02 $15,000 - $25,000
06 $25,000 - $35,000
08 $35,000 - $50,000
10 $50,000 - $75,000
12 $75,000 - $100,000
13 $100,000 or more
15 [DO NOT READ] REFUSED

D5 What is your zip code?

Open answer

D6 What is your name please? (IF REFUSED ASK:) May I have your first name in case my supervisor needs to verify that this interview actually took place?

Open answer

Appendix B

Tables From North Valley/South Valley Survey

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	223	44.4	44.4	44.4
	Female	279	55.6	55.6	100.0
	Total	502	100.0	100.0	

Utah Valley Location

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Provo-Orem	225	44.8	44.8	44.8
	North Valley	152	30.3	30.3	75.1
	South Valley	125	24.9	24.9	100.0
	Total	502	100.0	100.0	

Q2 - Higher Ed Opportunities in Utah County Compared to Rest of Utah

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much Better	112	22.3	22.3	22.3
	Somewhat Better	146	29.1	29.1	51.4
	About the Same	171	34.1	34.1	85.5
	Somewhat Worse	7	1.4	1.4	86.9
	Much Worse	3	.6	.6	87.5
	Do Not Know	63	12.5	12.5	100.0
	Total	502	100.0	100.0	

Q3 - Opinion on 4-Year Under Graduate Opportunities in Utah County

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Adequate	378	75.3	75.3	75.3
	Inadequate	95	18.9	18.9	94.2
	No opinion	29	5.8	5.8	100.0
	Total	502	100.0	100.0	

Q4 - First to Mind - 4-Year Under Graduate Institution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	University of Utah	4	.8	.8	.8
	Brigham Young University	129	25.7	25.7	26.5
	Utah Valley State College	251	50.0	50.0	76.5
	Weber State University	46	9.2	9.2	85.7
	Salt Lake Community College	22	4.4	4.4	90.0
	Westminister	18	3.6	3.6	93.6
	University of Phoenix	8	1.6	1.6	95.2
	Not Sure	24	4.8	4.8	100.0
	Total	502	100.0	100.0	

Q5 - Opinion on Vocational and Technical Facilities in Utah County

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Adequate	339	67.5	67.5	67.5
	Inadequate	82	16.3	16.3	83.9
	No opinion	81	16.1	16.1	100.0
	Total	502	100.0	100.0	

Q6 - Vocation and Technical Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	University of Utah	1	.2	.2	.2
	Brigham Young University	34	6.8	6.8	7.0
	Utah Valley State College	186	37.1	37.1	44.0
	Weber State University	3	.6	.6	44.6
	Salt Lake Community College	28	5.6	5.6	50.2
	Utah College of Massage Therapy	7	1.4	1.4	51.6
	Stevens-Henager	69	13.7	13.7	65.3
	Provo College	55	11.0	11.0	76.3
	Do Not Know-Not Sure	119	23.7	23.7	100.0
	Total	502	100.0	100.0	

Q6a - First Choice for Child

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	University of Utah	49	9.8	9.8	9.8
	Brigham Young University	272	54.2	54.2	63.9
	Utah Valley State College	113	22.5	22.5	86.5
	Weber State University	3	.6	.6	87.1
	Salt Lake Community College	1	.2	.2	87.3
	Utah State University	17	3.4	3.4	90.6
	Snow College	10	2.0	2.0	92.6
	Southern Utah University	3	.6	.6	93.2
	Other In State Vocation Technical	1	.2	.2	93.4
	Other Out Of State College	4	.8	.8	94.2
	Other	8	1.6	1.6	95.8
	Do Not Know	21	4.2	4.2	100.0
	Total	502	100.0	100.0	

Q6b - Second Choice for Child

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	University of Utah	80	15.9	15.9	15.9
	Brigham Young University	63	12.5	12.5	28.5
	Utah Valley State College	159	31.7	31.7	60.2
	Weber State University	15	3.0	3.0	63.1
	Salt Lake Community College	7	1.4	1.4	64.5
	Utah College of Massage Therapy	1	.2	.2	64.7
	Utah State University	64	12.7	12.7	77.5
	Dixie College	13	2.6	2.6	80.1
	Snow College	12	2.4	2.4	82.5
	Southern Utah University	8	1.6	1.6	84.1
	University of Phoenix	1	.2	.2	84.3
	Ricks College	8	1.6	1.6	85.9
	Other In State Vocation Technical	3	.6	.6	86.5
	Other Out Of State College	9	1.8	1.8	88.2
	Other	12	2.4	2.4	90.6
	Do Not Know	47	9.4	9.4	100.0
	Total	502	100.0	100.0	

Q7a - Opinion on Legislature Increasing Funding for University of Utah

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favor	326	64.9	64.9	64.9
	Oppose	122	24.3	24.3	89.2
	Neutral	34	6.8	6.8	96.0
	No Opinion	20	4.0	4.0	100.0
	Total	502	100.0	100.0	

Q7b - Opinion on Legislature Increasing Funding for Utah State University

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favor	352	70.1	70.1	70.1
	Oppose	98	19.5	19.5	89.6
	Neutral	33	6.6	6.6	96.2
	No Opinion	19	3.8	3.8	100.0
	Total	502	100.0	100.0	

Q7c - Opinion on Legislature Increasing Funding for Weber Sate University

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favor	333	66.3	66.3	66.3
	Oppose	102	20.3	20.3	86.7
	Neutral	38	7.6	7.6	94.2
	No Opinion	29	5.8	5.8	100.0
	Total	502	100.0	100.0	

Q7d - Opinion on Legislature Increasing Funding for Utah Valley State College

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favor	401	79.9	79.9	79.9
	Oppose	70	13.9	13.9	93.8
	Neutral	23	4.6	4.6	98.4
	No Opinion	8	1.6	1.6	100.0
	Total	502	100.0	100.0	

Q7e - Opinion on Legislature Increasing Funding for Dixie College

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favor	338	67.3	67.3	67.3
	Oppose	109	21.7	21.7	89.0
	Neutral	33	6.6	6.6	95.6
	No Opinion	22	4.4	4.4	100.0
	Total	502	100.0	100.0	

Q7f - Opinion on Legislature Increasing Funding for Snow College

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favor	336	66.9	66.9	66.9
	Oppose	106	21.1	21.1	88.0
	Neutral	32	6.4	6.4	94.4
	No Opinion	28	5.6	5.6	100.0
	Total	502	100.0	100.0	

Q7g - Opinion on Legislature Increasing Funding for Southern Utah University

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favor	330	65.7	65.7	65.7
	Oppose	101	20.1	20.1	85.9
	Neutral	39	7.8	7.8	93.6
	No Opinion	32	6.4	6.4	100.0
	Total	502	100.0	100.0	

Q7h - Opinion on Legislature Increasing Funding for College of Eastern Utah

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favor	307	61.2	61.2	61.2
	Oppose	113	22.5	22.5	83.7
	Neutral	45	9.0	9.0	92.6
	No Opinion	37	7.4	7.4	100.0
	Total	502	100.0	100.0	

Q8 - Have You Heard of Utah Valley State College

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	489	97.4	97.4	97.4
	No	13	2.6	2.6	100.0
	Total	502	100.0	100.0	

Q9 - Heard or Read About UVSC Recently

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	7	1.4	1.4	1.4
	Growing/Expanding	40	8.0	8.0	9.4
	Good School in General	40	8.0	8.0	17.3
	Friends/Relatives Attend	21	4.2	4.2	21.5
	Offering More Four Year Degrees/Programs	50	10.0	10.0	31.5
	Over Crowded	28	5.6	5.6	37.1
	Working to Become a University	6	1.2	1.2	38.2
	Enrollment Has Increased	14	2.8	2.8	41.0
	Offers Good Programs	38	7.6	7.6	48.6
	Quality Instructors	7	1.4	1.4	50.0
	Increasing Tuition	7	1.4	1.4	51.4
	Recently Changed to a Four Year College	28	5.6	5.6	57.0
	Currently Attending	5	1.0	1.0	58.0
	Is Close/Good Location	1	.2	.2	58.2
	Good Sports Programs	10	2.0	2.0	60.2
	Lenient Admission Policies	11	2.2	2.2	62.4
	Understaffed/Not Enough Faculty	4	.8	.8	63.1
	Good Class Size/Personal Attention	5	1.0	1.0	64.1
	Needs More Four Year Programs	7	1.4	1.4	65.5
	Big High School	6	1.2	1.2	66.7
	Offers Classes for High School Students	3	.6	.6	67.3
	Offers Scholarships	6	1.2	1.2	68.5
	Offers Community Classes	4	.8	.8	69.3
	Better Education per Dollar Compared to BYU	5	1.0	1.0	70.3
	Our Tax Dollars Multiplied Four Fold	1	.2	.2	70.5
	Increased/New Scholarship/Funding	1	.2	.2	70.7
	Good Institute Program	1	.2	.2	70.9
	Parking Problems	2	.4	.4	71.3
	Students Like It	9	1.8	1.8	73.1
	Nothing	124	24.7	24.7	97.8
	Do Not Know	11	2.2	2.2	100.0
	Total	502	100.0	100.0	

Q10 - Positive Opinions About UVSC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	5	1.0	1.0	1.0
	Good Location/Close to Home	25	5.0	5.0	6.0
	Affordable/Low Tuition	26	5.2	5.2	11.2
	Smaller Class Size/Attention From Teachers	23	4.6	4.6	15.7
	Growing/Expanding	16	3.2	3.2	18.9
	Good Teachers/High Quality Faculty	23	4.6	4.6	23.5
	Nice Facilities/Campus	22	4.4	4.4	27.9
	Good Programs/Classes	87	17.3	17.3	45.2
	Good Opportunities After Graduation	31	6.2	6.2	51.4
	Good School	76	15.1	15.1	66.5
	High Acceptance/Easy Admission	51	10.2	10.2	76.7
	Upholds High Standards	1	.2	.2	76.9
	Good Off Campus Housing	1	.2	.2	77.1
	Good Cultural Events	3	.6	.6	77.7
	Friends/Family Attend	6	1.2	1.2	78.9
	A Credible College	3	.6	.6	79.5
	Offers Night/Weekend Classes	1	.2	.2	79.7
	Good General Ed Programs	8	1.6	1.6	81.3
	Good Alternative to BYU and UofU	6	1.2	1.2	82.5
	Offers 4 Year Degrees	1	.2	.2	82.7
	Good Scholarships	3	.6	.6	83.3
	Help All Students Succeed	6	1.2	1.2	84.5
	Good Relationships With Other Schools	2	.4	.4	84.9
	Not Affiliated With LDS Church	2	.4	.4	85.3
	Has a Strong LDS Institute Program	1	.2	.2	85.5
	Difficult Admission/Hard to get Into	1	.2	.2	85.7
	Offers a Lot to Community/Good Community Programs	5	1.0	1.0	86.7
	Nothing	30	6.0	6.0	92.6
	Do Not Know	25	5.0	5.0	97.6
	Not Used	12	2.4	2.4	100.0
	Total	502	100.0	100.0	

Q11 - Negative Opinions About UVSC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	17	3.4	3.4	3.4
	Not Enough 4 Year Degrees	23	4.6	4.6	8.0
	Hard to Get Into Good Programs	4	.8	.8	8.8
	Weak Reputation/Not Well Known	3	.6	.6	9.4
	Insufficient Parking	35	7.0	7.0	16.3
	Campus Traffic Is Bad	28	5.6	5.6	21.9
	Low Quality Cafeteria	2	.4	.4	22.3
	Insufficient Housing	9	1.8	1.8	24.1
	Low Quality Faculty	21	4.2	4.2	28.3
	Over Crowded	35	7.0	7.0	35.3
	Not Enough Faculty	5	1.0	1.0	36.3
	Tuition Too High	19	3.8	3.8	40.0
	Bad Location/Too Far	6	1.2	1.2	41.2
	Low Quality Programs/Academics	13	2.6	2.6	43.8
	Non-Resident Fees Too High	2	.4	.4	44.2
	Enrollment Too Difficult For Non-Residents	4	.8	.8	45.0
	Insufficient Sports Programs	5	1.0	1.0	46.0
	Lack of Religion/LDS	1	.2	.2	46.2
	Too Liberal	10	2.0	2.0	48.2
	Too Diverse	1	.2	.2	48.4
	Big High School	17	3.4	3.4	51.8
	Low Quality Student Body	13	2.6	2.6	54.4
	Lack of Post Graduate Programs	9	1.8	1.8	56.2
	Only Care About Revenue	3	.6	.6	56.8
	Other	15	3.0	3.0	59.8
	Nothing	156	31.1	31.1	90.8
	Do Not Know	46	9.2	9.2	100.0
	Total	502	100.0	100.0	

Q12 - Are You or Any Member of Your Family Employed by UVSC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	21	4.2	4.3	4.3
	No	467	93.0	95.5	99.8
	No Answer	1	.2	.2	100.0
	Total	489	97.4	100.0	
Missing	System	13	2.6		
Total		502	100.0		

Q13 - Have You or Any Member of Your Family Attended UVSC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	327	65.1	66.9	66.9
	No	156	31.1	31.9	98.8
	No Answer	6	1.2	1.2	100.0
	Total	489	97.4	100.0	
Missing	System	13	2.6		
Total		502	100.0		

Q14 - Reaction if Someone in Your Family Expressed Interest in Attending UVSC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Encourage	394	78.5	80.6	80.6
	Discourage	11	2.2	2.2	82.8
	Remain Neutral	81	16.1	16.6	99.4
	Do Not Know	3	.6	.6	100.0
	Total	489	97.4	100.0	
Missing	System	13	2.6		
Total		502	100.0		

Q14a - Reason to Discourage Attending UVSC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	491	97.8	97.8	97.8
	Prefer a University	1	.2	.2	98.0
	It is a Junior College	2	.4	.4	98.4
	BYU Is Better	1	.2	.2	98.6
	Not Enough Programs Offered	1	.2	.2	98.8
	Not as Competitive as Other Schools	2	.4	.4	99.2
	Tuition Too High	1	.2	.2	99.4
	Poor Job Opportunities After Graduation	1	.2	.2	99.6
	Overcrowded/Not Enough Personal Attention For Students	2	.4	.4	100.0
	Total	502	100.0	100.0	

Q14b - Reason to Encourage Attending UVSC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	55	11.0	11.0	11.0
	Good Location/Close to Home	19	3.8	3.8	14.7
	Good Teachers/High Quality Faculty	8	1.6	1.6	16.3
	Good School in General	70	13.9	13.9	30.3
	Affordable/Low Tuition	38	7.6	7.6	37.8
	Good Class Size/More Personal Attention	13	2.6	2.6	40.4
	Quality Academics/Programs	59	11.8	11.8	52.2
	Lenient Admission/Easy to Get Into	23	4.6	4.6	56.8
	Good Student Community	20	4.0	4.0	60.8
	Diverse Student Body	7	1.4	1.4	62.2
	Wide Variety of Courses	18	3.6	3.6	65.7
	Credits Transferable to BYU	3	.6	.6	66.3
	Ideal for General Ed/Transferable to University	17	3.4	3.4	69.7
	Easy Transition From High School	22	4.4	4.4	74.1
	To Get an Education	28	5.6	5.6	79.7
	Expanding/Improving Programs	1	.2	.2	79.9
	Good Experience Personally	27	5.4	5.4	85.3
	Upholds High Standards	3	.6	.6	85.9
	One on One Attention	12	2.4	2.4	88.2
	Do Not Know	59	11.8	11.8	100.0
	Total	502	100.0	100.0	

Q15a - Rate Academic Quality at UVSC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	2	.4	.4	.4
	Below Average	21	4.2	4.3	4.7
	Average	164	32.7	33.5	38.2
	Above Average	207	41.2	42.3	80.6
	High	84	16.7	17.2	97.8
	No Response	11	2.2	2.2	100.0
	Total	489	97.4	100.0	
Missing	System	13	2.6		
Total		502	100.0		

Q15b - Rate Extent of Course Offerings at UVSC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	6	1.2	1.2	1.2
	Below Average	26	5.2	5.3	6.5
	Average	208	41.4	42.5	49.1
	Above Average	168	33.5	34.4	83.4
	High	65	12.9	13.3	96.7
	No Response	16	3.2	3.3	100.0
	Total	489	97.4	100.0	
Missing	System	13	2.6		
Total		502	100.0		

Q15c - Rate Competency of Faculty at UVSC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	3	.6	.6	.6
	Below Average	17	3.4	3.5	4.1
	Average	149	29.7	30.5	34.6
	Above Average	193	38.4	39.5	74.0
	High	105	20.9	21.5	95.5
	No Response	22	4.4	4.5	100.0
	Total	489	97.4	100.0	
Missing	System	13	2.6		
Total		502	100.0		

Q15d - Rate Academic Advising For Students at UVSC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	12	2.4	2.5	2.5
	Below Average	37	7.4	7.6	10.0
	Average	164	32.7	33.5	43.6
	Above Average	165	32.9	33.7	77.3
	High	81	16.1	16.6	93.9
	No Response	30	6.0	6.1	100.0
	Total	489	97.4	100.0	
Missing	System	13	2.6		
Total		502	100.0		

Q15e - Rate Athletic Programs at UVSC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	13	2.6	2.7	2.7
	Below Average	77	15.3	15.7	18.4
	Average	205	40.8	41.9	60.3
	Above Average	116	23.1	23.7	84.0
	High	49	9.8	10.0	94.1
	No Response	29	5.8	5.9	100.0
	Total	489	97.4	100.0	
Missing	System	13	2.6		
Total		502	100.0		

Q15f - Rate Quality of Student Body at UVSC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	8	1.6	1.6	1.6
	Below Average	19	3.8	3.9	5.5
	Average	155	30.9	31.7	37.2
	Above Average	190	37.8	38.9	76.1
	High	98	19.5	20.0	96.1
	No Response	19	3.8	3.9	100.0
	Total	489	97.4	100.0	
Missing	System	13	2.6		
Total		502	100.0		

Q15g - Rate the Ratio of Teachers to Students at UVSC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	10	2.0	2.0	2.0
	Below Average	24	4.8	4.9	7.0
	Average	176	35.1	36.0	42.9
	Above Average	156	31.1	31.9	74.8
	High	88	17.5	18.0	92.8
	No Response	35	7.0	7.2	100.0
	Total	489	97.4	100.0	
Missing	System	13	2.6		
Total		502	100.0		

Q15h - Rate UVSC in Preparing Students for the Future

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	4	.8	.8	.8
	Below Average	16	3.2	3.3	4.1
	Average	128	25.5	26.2	30.3
	Above Average	219	43.6	44.8	75.1
	High	104	20.7	21.3	96.3
	No Response	18	3.6	3.7	100.0
	Total	489	97.4	100.0	
Missing	System	13	2.6		
Total		502	100.0		

Q15i - Rate the Reputation of the Institution at UVSC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	6	1.2	1.2	1.2
	Below Average	22	4.4	4.5	5.7
	Average	127	25.3	26.0	31.7
	Above Average	199	39.6	40.7	72.4
	High	123	24.5	25.2	97.5
	No Response	12	2.4	2.5	100.0
	Total	489	97.4	100.0	
Missing	System	13	2.6		
Total		502	100.0		

Q15j - Rate Quality of Vocational-Technical Programs at UVSC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	2	.4	.4	.4
	Below Average	14	2.8	2.9	3.3
	Average	107	21.3	21.9	25.2
	Above Average	205	40.8	41.9	67.1
	High	139	27.7	28.4	95.5
	No Response	22	4.4	4.5	100.0
	Total	489	97.4	100.0	
Missing	System	13	2.6		
Total		502	100.0		

Q15k - Rate Quality of General Education Programs at UVSC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	6	1.2	1.2	1.2
	Below Average	11	2.2	2.2	3.5
	Average	123	24.5	25.2	28.6
	Above Average	221	44.0	45.2	73.8
	High	108	21.5	22.1	95.9
	No Response	20	4.0	4.1	100.0
	Total	489	97.4	100.0	
Missing	System	13	2.6		
Total		502	100.0		

Q15l - Rate Quality of Religious Programs and Support at UVSC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	10	2.0	2.0	2.0
	Below Average	11	2.2	2.2	4.3
	Average	116	23.1	23.7	28.0
	Above Average	162	32.3	33.1	61.1
	High	167	33.3	34.2	95.3
	No Response	23	4.6	4.7	100.0
	Total	489	97.4	100.0	
Missing	System	13	2.6		
Total		502	100.0		

Q16 - What Could UVSC do to Attract More Students

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	73	14.5	14.5	14.5
	More 4 Year Degrees/Programs	61	12.2	12.2	26.7
	More Scholarships	11	2.2	2.2	28.9
	Better Location	5	1.0	1.0	29.9
	Lower Tuition	33	6.6	6.6	36.5
	Improve Parking/Traffic	16	3.2	3.2	39.6
	Advertise	37	7.4	7.4	47.0
	Expand Sports Programs	4	.8	.8	47.8
	More Night/Weekend Classes	12	2.4	2.4	50.2
	Keep Classes Small	3	.6	.6	50.8
	Keep Doing What They Are Doing	38	7.6	7.6	58.4
	Raise Academic Standards	10	2.0	2.0	60.4
	Improve/Expand Student Housing	3	.6	.6	61.0
	Wider Variety of Classes/Programs	16	3.2	3.2	64.1
	Community Classes/Programs	1	.2	.2	64.3
	More Challenging Courses/Programs	3	.6	.6	64.9
	More Competent Faculty	16	3.2	3.2	68.1
	More Buildings/Needs More Room	4	.8	.8	68.9
	Currently Attending	5	1.0	1.0	69.9
	Family/Friends Attending	6	1.2	1.2	71.1
	Become a University	5	1.0	1.0	72.1
	More Financial Aid/Scholarships	3	.6	.6	72.7
	Build New Locations	6	1.2	1.2	73.9
	More Transfer Credit Programs	5	1.0	1.0	74.9
	Be More Diversified	2	.4	.4	75.3
	Nothing	53	10.6	10.6	85.9
	Do Not Know	71	14.1	14.1	100.0
	Total	502	100.0	100.0	

Q17 - Utah County Response – Without Over Sample (N=502)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Provo/Orem	324	64.5	66.3	66.3
	Southern Utah County	83	16.5	17.0	83.2
	Northern Utah County	81	16.1	16.6	99.8
	Undecided	1	.2	.2	100.0
	Total	489	97.4	100.0	
Missing	System	13	2.6		
Total		502	100.0		

Q17 - Utah County Response – With Over Sample (N=802)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Provo/Orem	462	57.6	59.9	59.9
	Southern Utah County	157	19.6	20.4	80.3
	Northern Utah County	149	18.6	19.3	99.6
	Undecided	3	.4	.4	100.0
	Total	771	96.1	100.0	
Missing	System	31	3.9		
Total		802	100.0		

Q17a - South Valley Response – With Over Sample (N=802)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Applicable	645	80.4	80.4	80.4
	Spanish Fork	67	8.4	8.4	88.8
	Payson	30	3.7	3.7	92.5
	Santaquin	7	.9	.9	93.4
	Springville	26	3.2	3.2	96.6
	Provo	8	1.0	1.0	97.6
	Beaver	1	.1	.1	97.8
	St George	1	.1	.1	97.9
	Nephi	5	.6	.6	98.5
	Mapleton	1	.1	.1	98.6
	Cedar City	3	.4	.4	99.0
	Mona	1	.1	.1	99.1
	Salem	2	.2	.2	99.4
	Richfield	1	.1	.1	99.5
	Do not Know	4	.5	.5	100.0
	Total	802	100.0	100.0	

Q17b - North Valley Response – With Over Sample (N=802)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Applicable	653	81.4	81.4	81.4
	American Fork	55	6.9	6.9	88.3
	Lehi	45	5.6	5.6	93.9
	Alpine	4	.5	.5	94.4
	Highland	12	1.5	1.5	95.9
	Pleasant Grove	21	2.6	2.6	98.5
	North Orem	3	.4	.4	98.9
	Sandy	1	.1	.1	99.0
	Eagle Mountain	1	.1	.1	99.1
	Draper	2	.2	.2	99.4
	Salt Lake City	1	.1	.1	99.5
	Cedar Fort	1	.1	.1	99.6
	Lindon	1	.1	.1	99.8
	Heber	1	.1	.1	99.9
	Do not Know	1	.1	.1	100.0
	Total	802	100.0	100.0	

Q18 - What Newspapers Read – With Over Sample (N=802)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	2	.2	.2	.2
	Daily Herald	302	37.7	37.7	37.9
	Deseret News	131	16.3	16.3	54.2
	Church News	15	1.9	1.9	56.1
	Salt Lake Tribune	97	12.1	12.1	68.2
	World Net Daily	1	.1	.1	68.3
	Washington Times	1	.1	.1	68.5
	USA Today	10	1.2	1.2	69.7
	New York Times	3	.4	.4	70.1
	Wall Street Journal	12	1.5	1.5	71.6
	Valley News	1	.1	.1	71.7
	UVSC College Times	1	.1	.1	71.8
	Utah Family Drill	1	.1	.1	71.9
	Utah County Journal	11	1.4	1.4	73.3
	Spanish Fork Press	2	.2	.2	73.6
	USA Weekend	1	.1	.1	73.7
	The Utah	2	.2	.2	73.9
	Thrifty Nickel	2	.2	.2	74.2
	Standard Examiner	1	.1	.1	74.3
	Orem Geneva Times	3	.4	.4	74.7
	Daily Universe	9	1.1	1.1	75.8
	Citizen	3	.4	.4	76.2
	Springville Herald	4	.5	.5	76.7
	Payson Chronicle	2	.2	.2	76.9
	Pleasant Grove Review	3	.4	.4	77.3
	New Utah	3	.4	.4	77.7
	Lindon Paper	1	.1	.1	77.8
	Lehi Press	5	.6	.6	78.4
	Do Not Read a Paper	130	16.2	16.2	94.6
	Do Not Know	43	5.4	5.4	100.0
	Total	802	100.0	100.0	

Q19 - What Radio Station Listened To – With Over Sample (N=802)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	17	2.1	2.1	2.1
	KBUL 93.3	23	2.9	2.9	5.0
	KKAT 101.1	32	4.0	4.0	9.0
	KOSY 106.5	24	3.0	3.0	12.0
	KZHT 94.9	25	3.1	3.1	15.1
	KISN 97.1	25	3.1	3.1	18.2
	KBEE 98.7	51	6.4	6.4	24.6
	KENZ 107.5 (the END)	1	.1	.1	24.7
	KXRK 96.3	26	3.2	3.2	27.9
	ROCK 99.5	11	1.4	1.4	29.3
	KBER 101.1	16	2.0	2.0	31.3
	KQMB 102.7 (STAR)	39	4.9	4.9	36.2
	KUUU 92.3 (U92)	14	1.7	1.7	37.9
	ARROW 103.5	25	3.1	3.1	41.0
	KSOP 104.3	17	2.1	2.1	43.1
	KFAN 1320 AM	10	1.2	1.2	44.4
	KODJ 94.1	24	3.0	3.0	47.4
	KUER 88.3	8	1.0	1.0	48.4
	KSTAR 1400	8	1.0	1.0	49.4
	KSL 1160	110	13.7	13.7	63.1
	KCPX 105.7	10	1.2	1.2	64.3
	KBYU	20	2.5	2.5	66.8
	KDYL	2	.2	.2	67.1
	FM100	31	3.9	3.9	70.9
	570 AM	29	3.6	3.6	74.6
	TALK RADIO	13	1.6	1.6	76.2
	910 AM	2	.2	.2	76.4
	PUBLIC RADIO	9	1.1	1.1	77.6
	EVERTHING	5	.6	.6	78.2
	DO NOT KNOW	147	18.3	18.3	96.5
	DO NOT LISTEN TO RADIO	28	3.5	3.5	100.0
	Total	802	100.0	100.0	

Q20 - Recommendations to Improve UVSC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	1	.2	.2	.2
	More 4 Year Degrees/Programs	29	5.8	5.8	6.0
	More Knowledgeable Faculty/Teachers	7	1.4	1.4	7.4
	Improve/Expand Parking Areas	45	9.0	9.0	16.3
	Improve/Expand Student Housing	9	1.8	1.8	18.1
	Expand to Accommodate Over Crowding	8	1.6	1.6	19.7
	Build New Campus/North	2	.4	.4	20.1
	Build New Campus/South	3	.6	.6	20.7
	Build New Campus/General	14	2.8	2.8	23.5
	Expand/Improve Sports Programs	16	3.2	3.2	26.7
	Lower Parking Costs	7	1.4	1.4	28.1
	Strengthen Academics	13	2.6	2.6	30.7
	More Programs/Classes	23	4.6	4.6	35.3
	Improve/Expand Night Weekend Classes	9	1.8	1.8	37.1
	Raise Enrollment Standards	19	3.8	3.8	40.8
	Improve Counseling	22	4.4	4.4	45.2
	Continue Doing What Already Doing	10	2.0	2.0	47.2
	Lower Non-Resident Tuition	3	.6	.6	47.8
	Advertise More	17	3.4	3.4	51.2
	Build More Facilities/Class Rooms	14	2.8	2.8	54.0
	Smaller Classes	10	2.0	2.0	56.0
	Raise Standards for Teachers/Faculty	32	6.4	6.4	62.4
	Improve Entrance/Round-A-Bout	3	.6	.6	62.9
	Solve Traffic Problems	19	3.8	3.8	66.7
	Improve Online Information/Web Sight	3	.6	.6	67.3
	Increase Teacher/Faculty Salary	3	.6	.6	67.9
	Decrease Equipment/Book Fees	11	2.2	2.2	70.1
	Improve Funding	8	1.6	1.6	71.7
	Better Equipment	1	.2	.2	71.9
	Nothing	47	9.4	9.4	81.3
	Do Not Know	94	18.7	18.7	100.0
	Total	502	100.0	100.0	

D1 - Respondent Age Groups

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 – 20	32	6.4	6.4	6.4
	21 – 24	81	16.1	16.1	22.5
	25 – 29	79	15.7	15.7	38.2
	30 – 34	50	10.0	10.0	48.2
	35 – 39	56	11.2	11.2	59.4
	40 – 44	33	6.6	6.6	65.9
	45 – 49	39	7.8	7.8	73.7
	50 – 54	33	6.6	6.6	80.3
	55 – 59	19	3.8	3.8	84.1
	60 – 64	14	2.8	2.8	86.9
	65 – 69	14	2.8	2.8	89.6
	70 – 74	20	4.0	4.0	93.6
	75 and Older	26	5.2	5.2	98.8
	No Response	6	1.2	1.2	100.0
	Total	502	100.0	100.0	

D2 - Formal Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less Than High School	9	1.8	1.8	1.8
	High School Graduate	76	15.1	15.2	17.0
	Technical - Vocational	28	5.6	5.6	22.6
	Some College	201	40.0	40.2	62.8
	College Graduate	124	24.7	24.8	87.6
	Post Graduate	61	12.2	12.2	99.8
	No Response	1	.2	.2	100.0
	Total	500	99.6	100.0	
Missing	System	2	.4		
Total		502	100.0		

D4 - Total Annual Family Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under $15,000	37	7.4	7.4	7.4
	Between $15,000 and $25,000	59	11.8	11.8	19.1
	Between $25,000 and $35,000	77	15.3	15.3	34.5
	Between $35,000 and $50,000	113	22.5	22.5	57.0
	Between $50,000 and $75,000	96	19.1	19.1	76.1
	Between $75,000 and 100,000	34	6.8	6.8	82.9
	$100,000 Or More	32	6.4	6.4	89.2
	Did Not Answer	54	10.8	10.8	100.0
	Total	502	100.0	100.0	

D5 - Respondents Zip Codes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	84003	43	8.6	8.6	8.6
	84004	7	1.4	1.4	10.0
	84013	3	.6	.6	10.6
	84015	1	.2	.2	10.8
	84042	9	1.8	1.8	12.5
	84043	34	6.8	6.8	19.3
	84046	1	.2	.2	19.5
	84049	1	.2	.2	19.7
	84051	1	.2	.2	19.9
	84057	57	11.4	11.4	31.3
	84058	37	7.4	7.4	38.6
	84062	40	8.0	8.0	46.6
	84097	23	4.6	4.6	51.2
	84098	1	.2	.2	51.4
	84402	1	.2	.2	51.6
	84601	51	10.2	10.2	61.8
	84604	46	9.2	9.2	70.9
	84606	27	5.4	5.4	76.3
	84651	28	5.6	5.6	81.9
	84653	7	1.4	1.4	83.3
	84655	6	1.2	1.2	84.5
	84660	26	5.2	5.2	89.6
	84663	30	6.0	6.0	95.6
	84664	11	2.2	2.2	97.8
	84666	1	.2	.2	98.0
	85641	1	.2	.2	98.2
	99206	1	.2	.2	98.4
	99999	8	1.6	1.6	100.0
	Total	502	100.0	100.0	

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Signature: Bart R Jacobs

Printed Name/Position/Title: BART R JACOBS

Organization/Address: UTAH VALLEY STATE COLLEGE
800 W UNIVERSITY PARKWAY
OREM, UT 84058

Telephone: 801-764-7922

FAX: 801 764-7924

E-Mail Address: jacobsba@uvsc.edu

Date: 6-26-01

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