



Channel Islands

CALIFORNIA STATE UNIVERSITY

2018 Perception Study

June 2018

Prepared by

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Introduction

Background and Objectives

- California State University, Channel Islands (CSUCI) was interested in learning more about 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

- 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 employees.
- 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)

Detailed Findings

UCLA and USC are the most common top-of-mind local universities; CSUCI follows closely at 18% aware



Unaided University Awareness (General Population)

University of California, Los Angeles	24%
University of Southern California	21%
★ California State University, Channel Islands	18%
University of California, Santa Barbara	18%
California State University, Northridge	17%
California Lutheran University	11%
Pepperdine University	8%
California State University, Los Angeles	3%
Loyola Marymount University	3%
California Polytech State University	2%
Other	70%
None	1%
Don't know/Refused	2%
No answer	1%



Q2. What universities can you think of within a 2-hour drive of your home? Please list all campuses that come to mind.

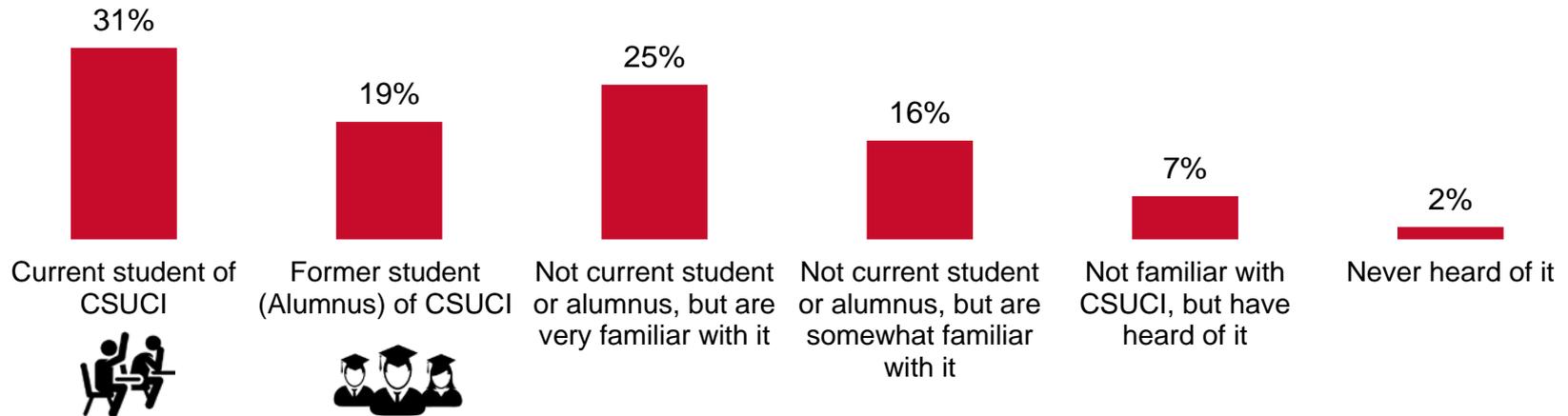
Note. Responses were coded from an open-ended question.

Base: Total online panelists (n=301).

Among non-student/non-alumni contacts, most report some level of awareness of CSUCI; in fact, 25% of all contacts are very familiar with the university

- Among all contacts, 31% are current students and 19% are alumni.

CSUCI Familiarity (Total Contacts)

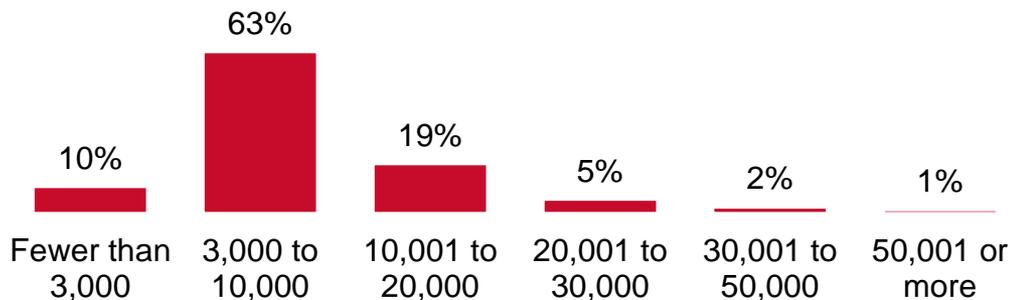


Q3. Which of the following statements best describes your knowledge of, or relationship to, California State University Channel Islands?
Base: Total contacts (N=1,963).

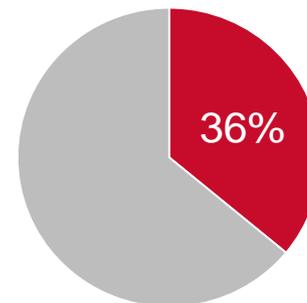
Most non-student/non-alumni respondents illustrate strong familiarity with the number of students who attend CSUCI and show some recognition of the type of programs offered



Number of Students at CSUCI



Aware of CSUCI Online Offerings (Yes - %)



Programs Offered at CSUCI

89%

Undergraduate

66%

Graduate

45%

Teaching or Administrative
Credential

35%

Certificate

6%

Don't know

Q5. To the best of your knowledge, how many students currently attend CSUCI?

Q9. Which, if any, of the following programs do you think CSUCI offers? Note: Multiple responses were accepted.

Q10. Prior to this survey, were you aware that CSUCI provides online educational offerings?

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

Nursing, Business and Psychology are common programs CSUCI is best known for among non-students/non-alumni respondents



Programs/Areas

CSUCI Best Known For

“Nursing, Computer and Graphic Arts, Business, ESRM.”

“Nursing, Computer Science and Psychology.”

“Nursing, Business, Psychology, Education, Biology.”

“Business, Nursing.”

“Psychology, Business, Environmental Science.”

“STEM, Education/Credential and Nursing.”



Q6. What programs or areas of study do you think CSUCI is best known for?
Base: Non-students/non-alumni who are aware of CSUCI answering (n=801).

CSUCI's location is widely known among non-students/non-alumni respondents



CSUCI Location

"Camarillo, CA."

"CSUCI is located between Oxnard and Thousand Oaks in Camarillo, Ca."

"Ventura County near Pt. Mugu (on the perimeter of Camarillo)."

"In Oxnard, not very far from the Channel Islands. The school was built on the grounds of an old mental hospital."

"The main Campus in Camarillo, CA and the Goleta campus."

"Camarillo, off of Lewis Road in unincorporated area of Ventura County."

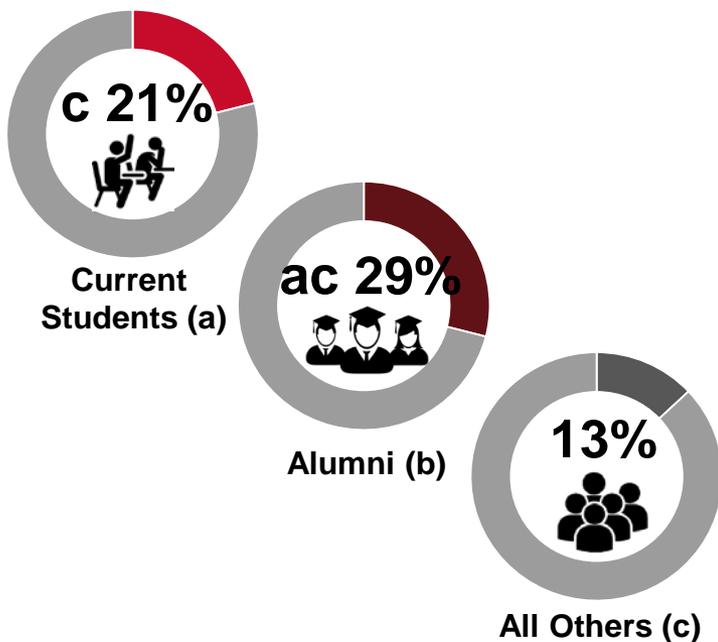


Q7. To the best of your knowledge, where is CSUCI located?

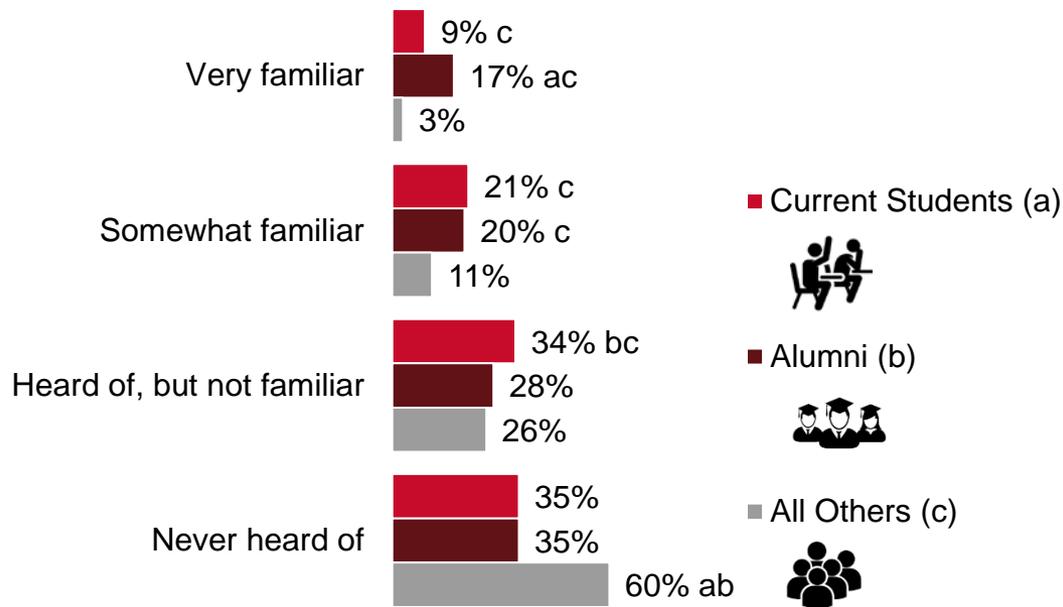
Base: Non-students/non-alumni who are aware of CSUCI answering (n=845).

Current students and alumni are somewhat aware of CSUCI's Top 25 ranking status and are moderately familiar with CSUCI's student research opportunities

Aware of CSUCI Top 25 Ranking



Familiarity with Student Research Opportunities



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

Q17. Prior to this survey, were you aware that CSUCI is ranked among the Top 25 Regional Universities (West) according to the U.S. News & World Report?/Q37. How familiar are you with the student research opportunities at CSUCI such as the Student Undergraduate Research Fellows (SURFers) program, Student Research Conference, or Southern California Conferences for Undergraduate Research?

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

Perceptions of CSUCI

CSUCI is most commonly viewed as a university with a commitment to access and dedicated to serving a diverse population of students

- CSUCI is least often viewed as a university with a distinguished faculty.



General Impressions of CSUCI (Non-Students/Non-Alumni)

A university with a <u>commitment to access</u> and <u>dedicated to serving a diverse population of students</u>	58%
A university <u>building a new and innovative higher education institution that enables students to succeed and channel their potential</u>	41%
A university that is <u>critical to future success of our region and state and serves as an engine for social and economic vitality</u>	41%
A university that <u>develops students to become engaged citizens and solve problems in our communities</u>	37%
A university that <u>uses innovative practices</u> for teaching and learning	27%
A university with a <u>reputation for academic excellence</u>	25%
A university with <u>distinguished faculty</u>	16%
None of these	5%
Don't know	11%

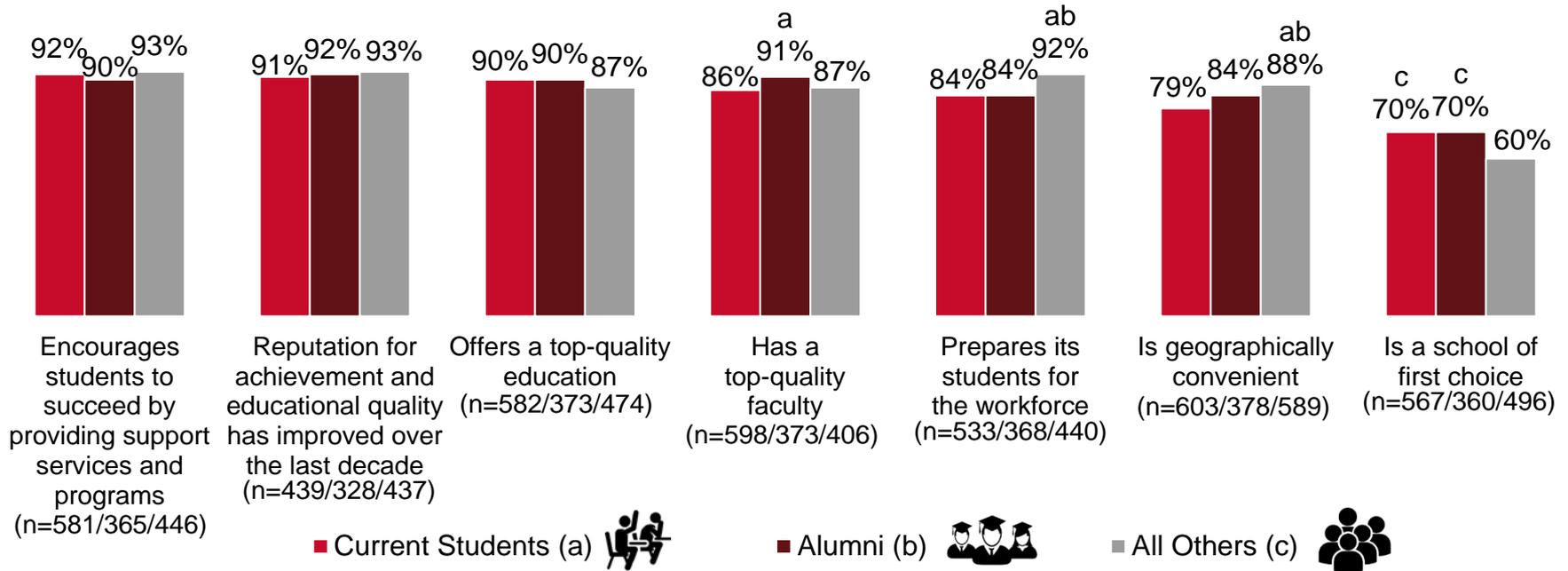
Q8. Which, if any, phrase or phrases best describe your impression of CSUCI? Note: Multiple responses were accepted.
Base: Non-students/non-alumni general population (n=866).

Perceptions of CSUCI are positive overall

- Alumni are more likely than current students to agree that CSUCI *has a top-quality faculty*.
- All Others are more likely to agree that CSUCI *prepares its students for the workforce and is geographically convenient*, and less likely to agree with *is a school of first choice*.

Perceptions of CSUCI

(Top 2 Box Agreement Rating)



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

Q14. For each of the statements below, please indicate your level of agreement using the following scale:

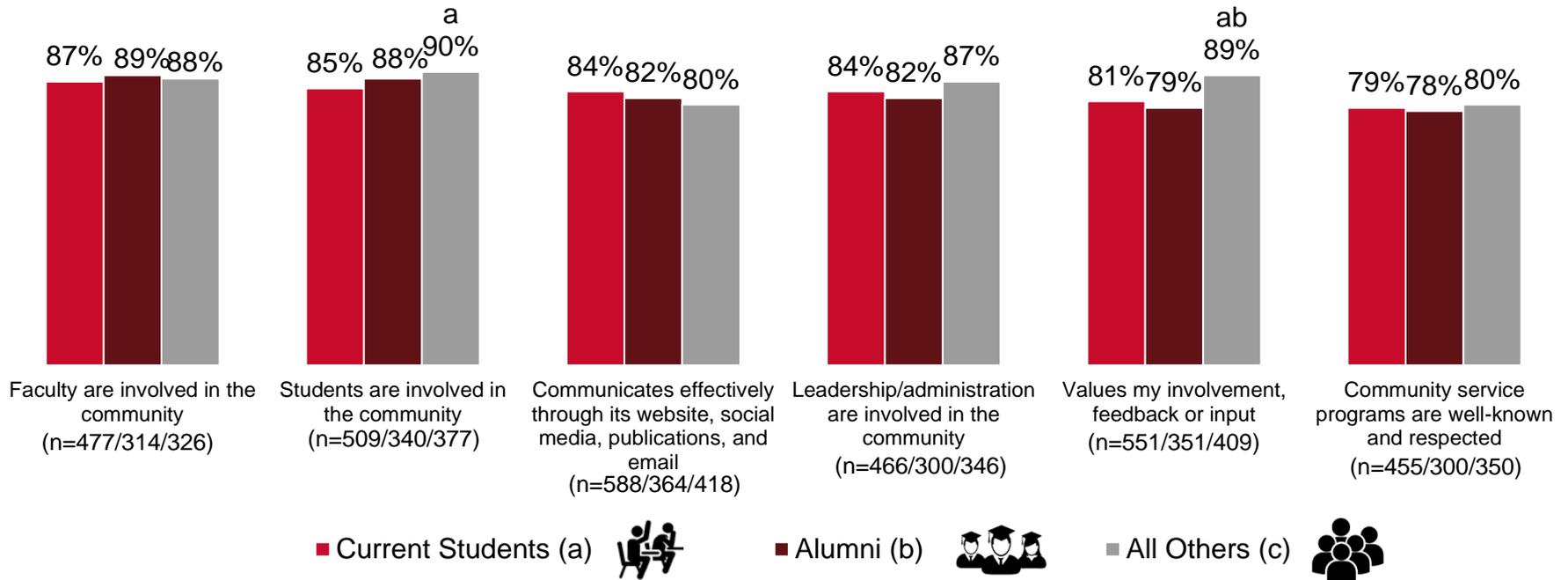
Scale: 1=Strongly disagree; 4=Strongly agree.

Base: Total respondents answering.

CSUCI has a strong reputation for community involvement, with top 2 box agreement ratings ranging from 78% to 90% across all respondents

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

Perceptions of CSUCI's Community Involvement (Top 2 Box Agreement Rating)



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

Q18. For each of the statements below, please indicate your level of agreement using the following scale:

Scale: 1=Strongly disagree; 4=Strongly agree.

Base: Total respondents answering.

CSUCI's education is predominately viewed as being highly valuable, most notably among alumni

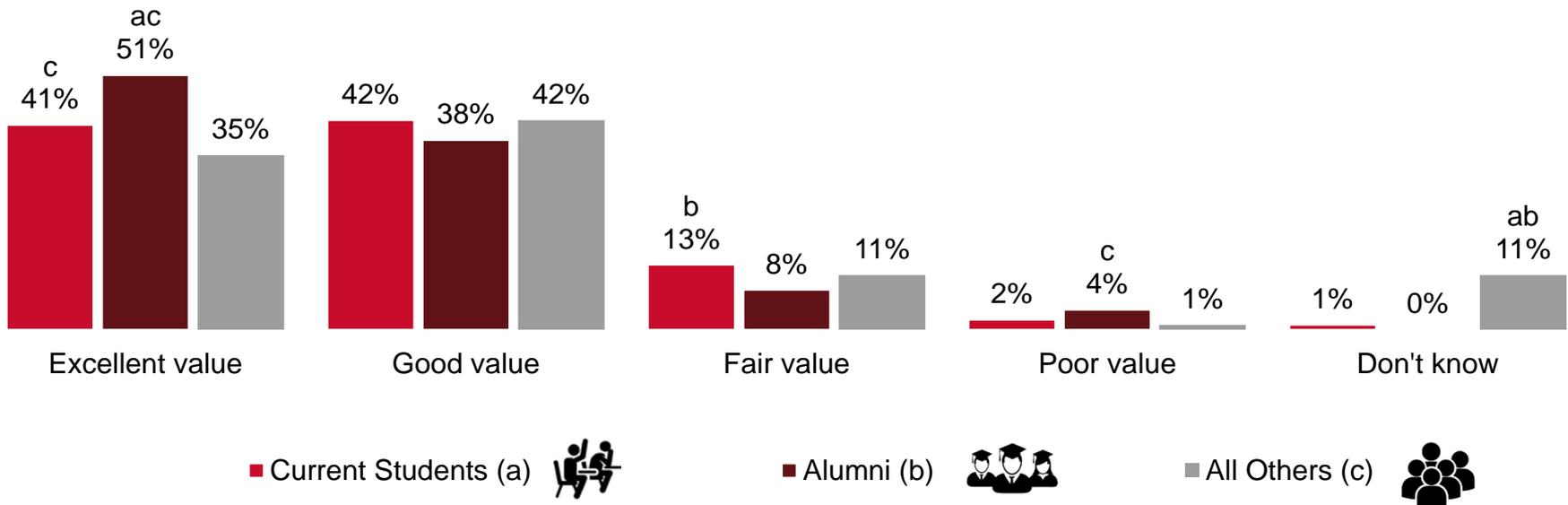
Perceived Value of CSUCI Education

Top 2 Box

c 83% Current Students

ac 88% Alumni

77% All Others



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

Q11. Based on what you know, how would you rate the value of a CSUCI education?

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

Current students and alumni mention smaller class sizes and the staff most often as the best aspects of CSUCI

Best Aspects of CSUCI	 Current Students (a)	 Alumni (b)	 All Others (c)
Smaller class sizes/student to teacher ratio	c 13%	ac 26%	3%
Teachers/tutors/counselors/faculty	c 13%	c 17%	3%
Location/local/convenient	3%	a 9%	a 11%
Nice/pretty campus	5%	8%	6%
Academics/Program	4%	a 8%	6%
Resources/Activities on campus	c 6%	c 5%	1%
Small accessible campus	2%	ac 5%	3%
Cheaper tuition	2%	a 4%	a 4%
Diverse/Multicultural	1%	1%	ab 3%
Friendly atmosphere/environment	2%	ac 4%	1%
Students are friendly	c 1%	1%	0%
Other mentions	b 56%	36%	ab 65%
Don't know/Refused	0%	1%	ab 3%
No answer	c 13%	c 13%	9%

- All Others mention location most often as CSUCI's best aspect.

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

Q12. To the best of your knowledge, what are the best things about CSUCI?

Note: Responses were coded from an open-ended question.

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

Respondents provided a variety of suggested improvements ranging from better parking to more varied degrees/programs

Suggested Improvements	Current Students (a)	Alumni (b)	All Others (c)
Parking could be better/cheaper	c 12%	c 14%	2%
More varied degrees/programs	1%	a 6%	a 3%
More class hours/flexibility/online	3%	c 4%	1%
Have more events/activities	c 2%	c 3%	1%
Sports activities	0%	ac 3%	1%
More marketing/Putting the word out there	0%	a 2%	a 2%
Better/More food	2%	2%	0%
Reduction of college fees	1%	1%	1%
Expanding campus	0%	1%	1%
Better more knowledgeable teachers	c 1%	1%	0%
More/Additional student housing	1%	1%	1%
Better/More help with job placement/career counseling	1%	1%	0%
Better communication	1%	1%	0%
Better quality education	1%	1%	0%
Care more/Focus more on students	0%	1%	0%
More/Better places to study	1%	1%	0%
Easier access to meet with an advisor/counselor	1%	1%	0%
More/Better upkeep of buildings	1%	0%	0%
Make curriculum more current/up to date	0%	1%	0%
Classes that provide more real world insights/situations	0%	1%	0%
Other mentions	b 62%	45%	b 61%
None/Nothing/Everything was good	1%	2%	a 3%
Don't know/Refused	1%	2%	ab 8%
No answer	15%	16%	16%

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

Q13. To the best of your knowledge, in what ways could CSUCI improve?

Note: Responses were coded from an open-ended question.

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

A large majority are likely to recommend CSUCI to others, especially alumni

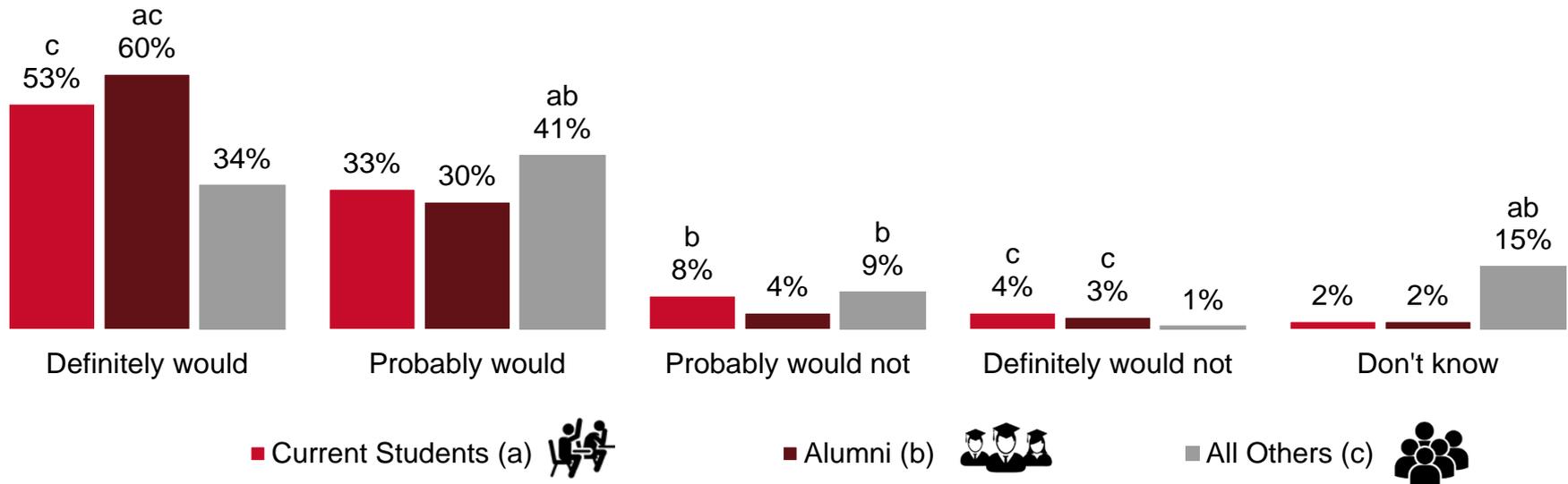
Likelihood to Recommend CSUCI

Top 2 Box

c 86% Current Students

ac 91% Alumni

75% All Others



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

Q15. If asked, how likely would you be to recommend CSUCI to family, friends, or someone considering college?

Scale: 1=Definitely would not; 4=Definitely would.

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

Reasons for recommending CSUCI range widely from good location to good academics

- Better/More reputable schools and doesn't offer a wide variety of programs/degrees are the most commonly mentioned reasons for low likelihood of recommending CSUCI.

Reasons for Recommend CSUCI	Current Students (a)	Alumni (b)	All Others (c)
Positive (Net)	28%	ac 44%	24%
Good location/convenient/close to home	6%	7%	8%
Good academics/programs/quality education	5%	ac 12%	5%
Good faculty/teachers	c 6%	c 7%	1%
Affordable	3%	a 6%	4%
Small class sizes/One-on-one with teacher	c 5%	c 8%	1%
Small/Accessible campus	c 4%	c 4%	2%
Nice/Pretty campus	3%	5%	2%
Good school/university	2%	2%	2%
Personal experience was great	1%	ac 6%	1%
Good atmosphere/environment	2%	2%	1%
Good support	2%	2%	1%
Good reputation	0%	1%	1%
Other positive mentions	7%	6%	5%
Negative (Net)	7%	c 9%	5%
Better/More reputable schools	1%	1%	2%
Doesn't offer a wide variety of programs/degrees	2%	2%	1%
Other negative mentions	5%	c 7%	3%
Neutral mentions	2%	3%	2%
Other mentions	b 50%	31%	ab 61%
Don't know/Refused	0%	1%	1%
No answer	c 15%	c 13%	6%

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

Q16. Why did you say you [Q15 rating] recommend CSUCI to family, friends, or someone considering college?

Note. Responses were coded from an open-ended question.

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

A group of people are sitting on a wooden bench outdoors. They are dressed in casual, contemporary clothing. The person in the center is using a laptop, while others are using tablets. The scene is brightly lit, suggesting a sunny day. The overall atmosphere is one of collaborative work or study.

Satisfaction with CSUCI

Satisfaction with CSUCI is strong, with alumni being more satisfied than current students, who tend to feel more neutral about the university

Overall Satisfaction with CSUCI Experience



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

Q31. How satisfied (are/were) you overall with your experience at CSUCI? Scale: 1=Not at all satisfied; 5=Very satisfied.

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

Location compared to home, small class sizes, and ability to complete program/degree in a timely manner are highly significant CSUCI attributes

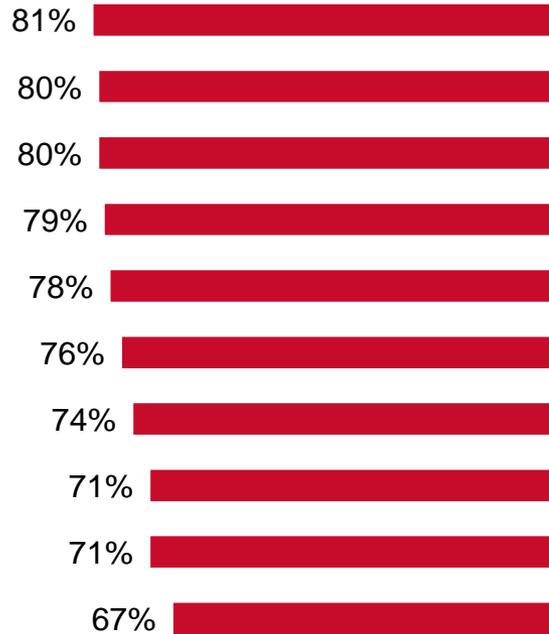
- Physical aspects of the school (*location compared to home, small class sizes, campus size and setting/physical environment*) and the *ability to complete program/degree in a timely manner* are more significant to alumni.

Most Significant CSUCI Attributes

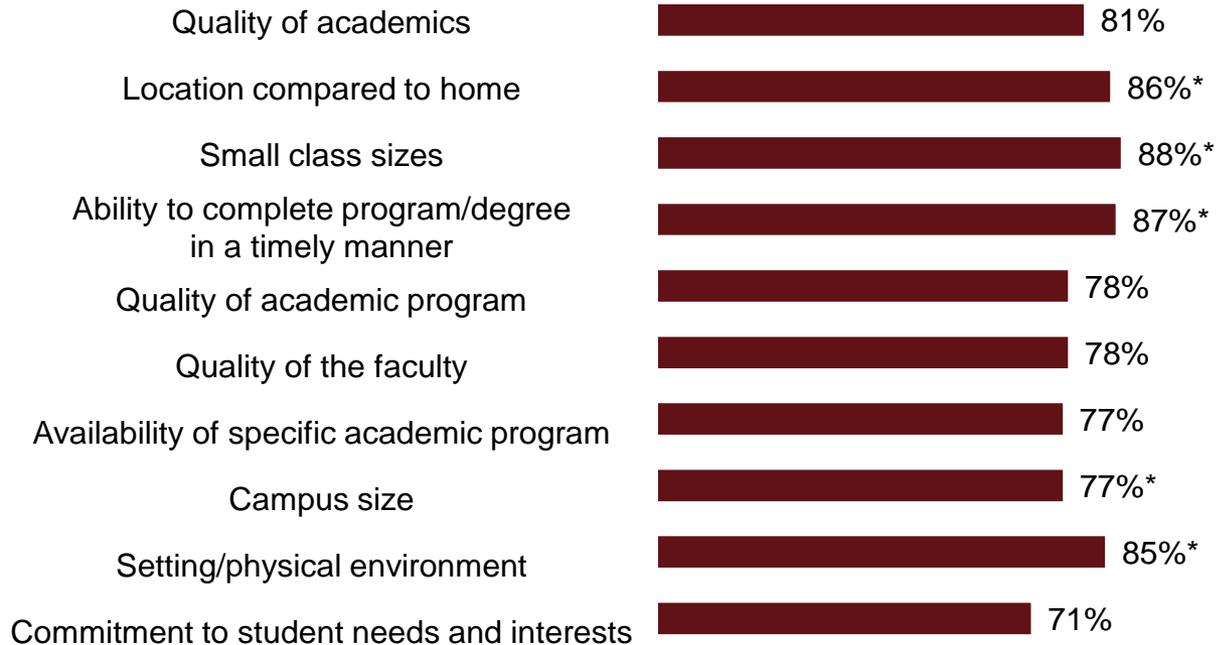
(Top 2 Box)



Current Students



Alumni



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

Q32. How significant were each of the following attributes in your decision to attend CSUCI? Scale: 1=Not at all significant; 5=Very significant.

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

Ability to study/travel abroad is least significant to current students and alumni

- Current students rate *opportunities for internships* and *ability to study/travel abroad* as more significant than alumni.

Least Significant CSUCI Attributes (Top 2 Box)



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

Q32. How significant were each of the following attributes in your decision to attend CSUCI? Scale: 1=Not at all significant; 5=Very significant.

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

Small class sizes and campus size are the most satisfactory CSUCI attributes

- Alumni who rate *small class sizes* and *location compared to home* as significant are more likely to be satisfied with these attributes than current students.

Most Satisfactory CSUCI Attributes

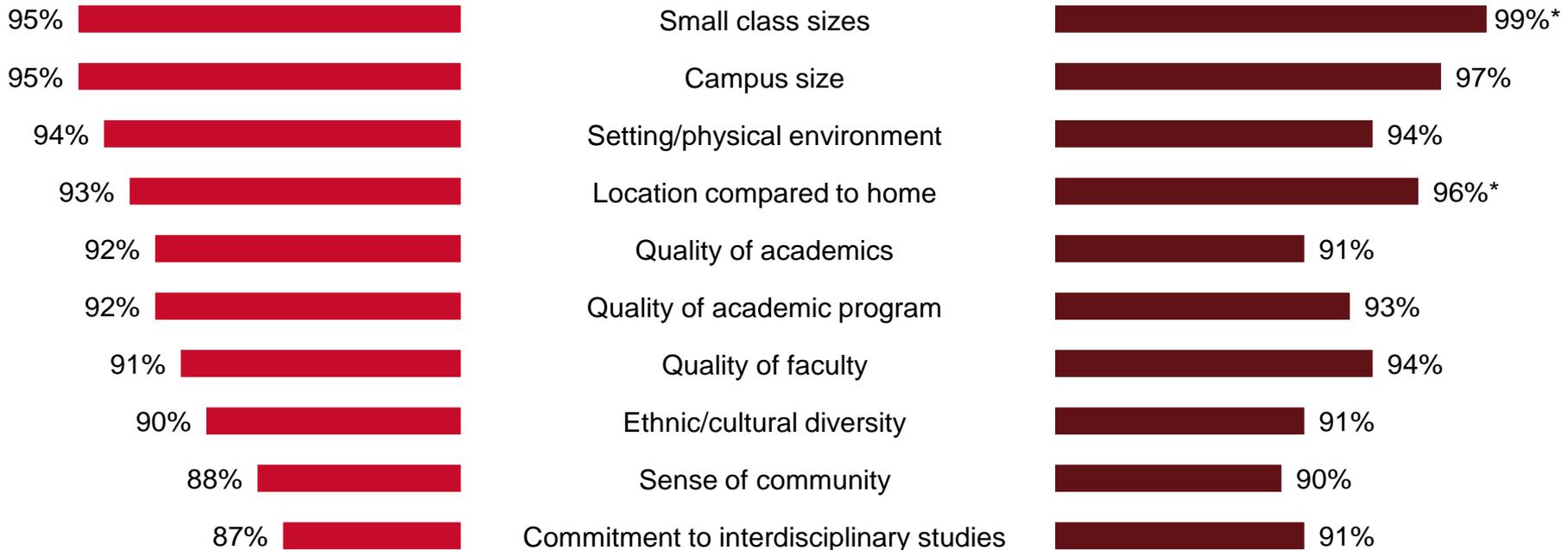
(Top 2 Box; Among those who rate it as significant)



Current Students



Alumni



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

Q33. Below is a list of attributes that you rated 4 or 5 in significance to your decision to attend. How satisfied (are/were) you with CSUCI on each? Scale: 1=Not at all satisfied; 5=Very satisfied.

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

Current students and alumni are least satisfied with the *opportunities for internships*

- Ability to complete program/degree in timely manner and opportunity to conduct research with faculty are more satisfactory to alumni than current students.

Least Satisfactory CSUCI Attributes

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



Current Students



Alumni



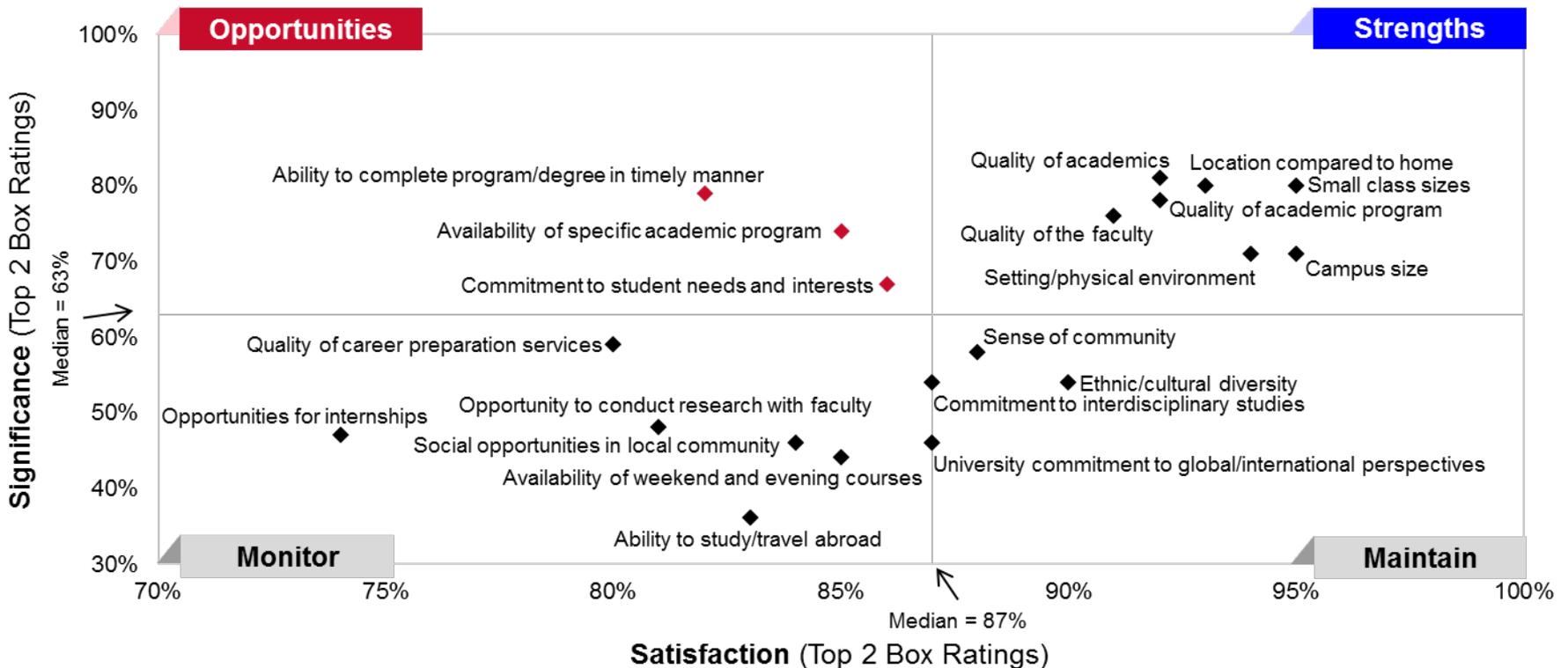
(*) Denotes a significant difference at the 95% confidence level.

Q33. Below is a list of attributes that you rated 4 or 5 in significance to your decision to attend. How satisfied (are/were) you with CSUCI on each? Scale: 1=Not at all satisfied; 5=Very satisfied.

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

Areas of opportunity (highly significant/least satisfactory) include: *ability to complete program in timely manner, availability of specific academic program and commitment to student needs/interests*

CSUCI Strengths and Weakness (Current Students)

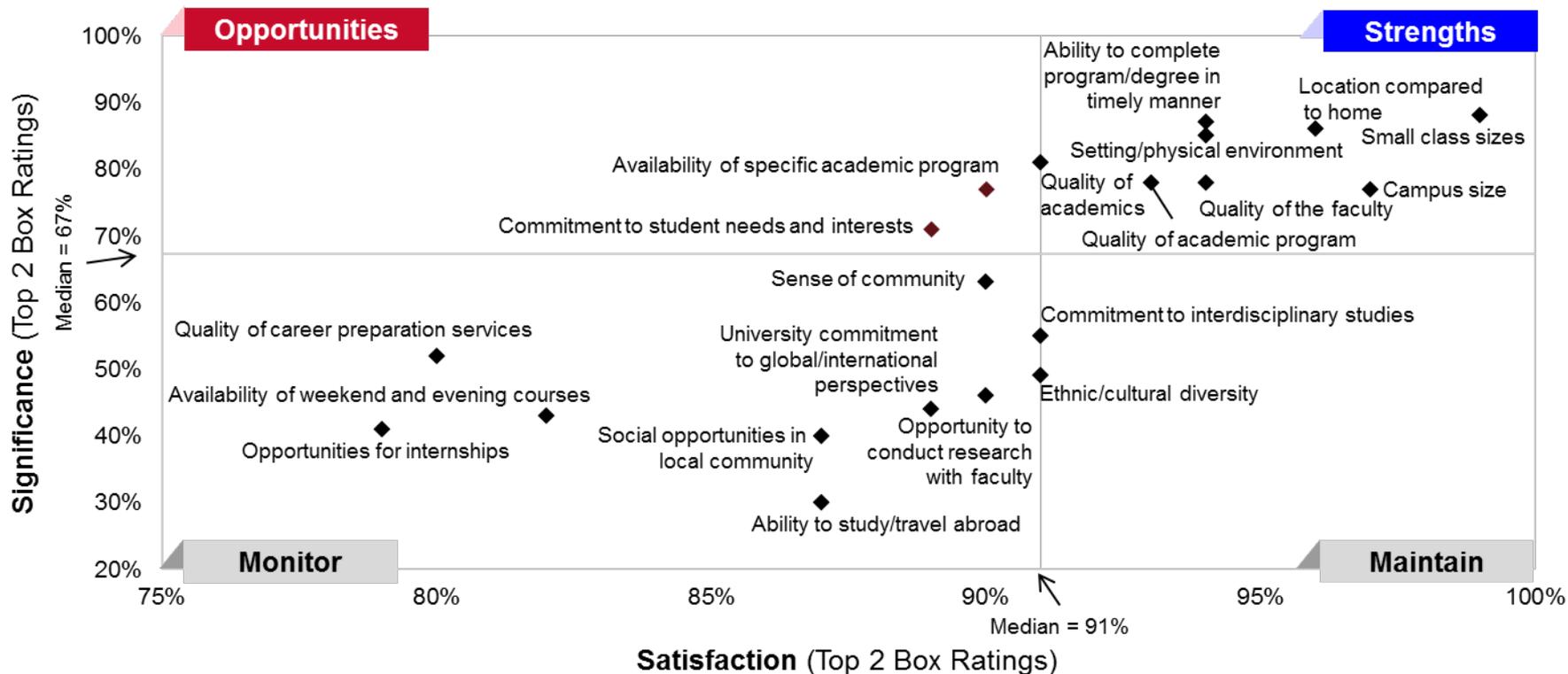


Q32. How significant were each of the following attributes in your decision to attend CSUCI? Scale: 1=Not at all significant; 5=Very significant. Base: Current students and alumni (Current Students n=613; Alumni n=381)./Q33. Below is a list of attributes that you rated 4 or 5 in significance to your decision to attend. How satisfied (are/were) you with CSUCI on each? Scale: 1=Not at all satisfied; 5=Very satisfied. Base: Those who rated that aspect as significant (4 or 5 rating) (ns vary).

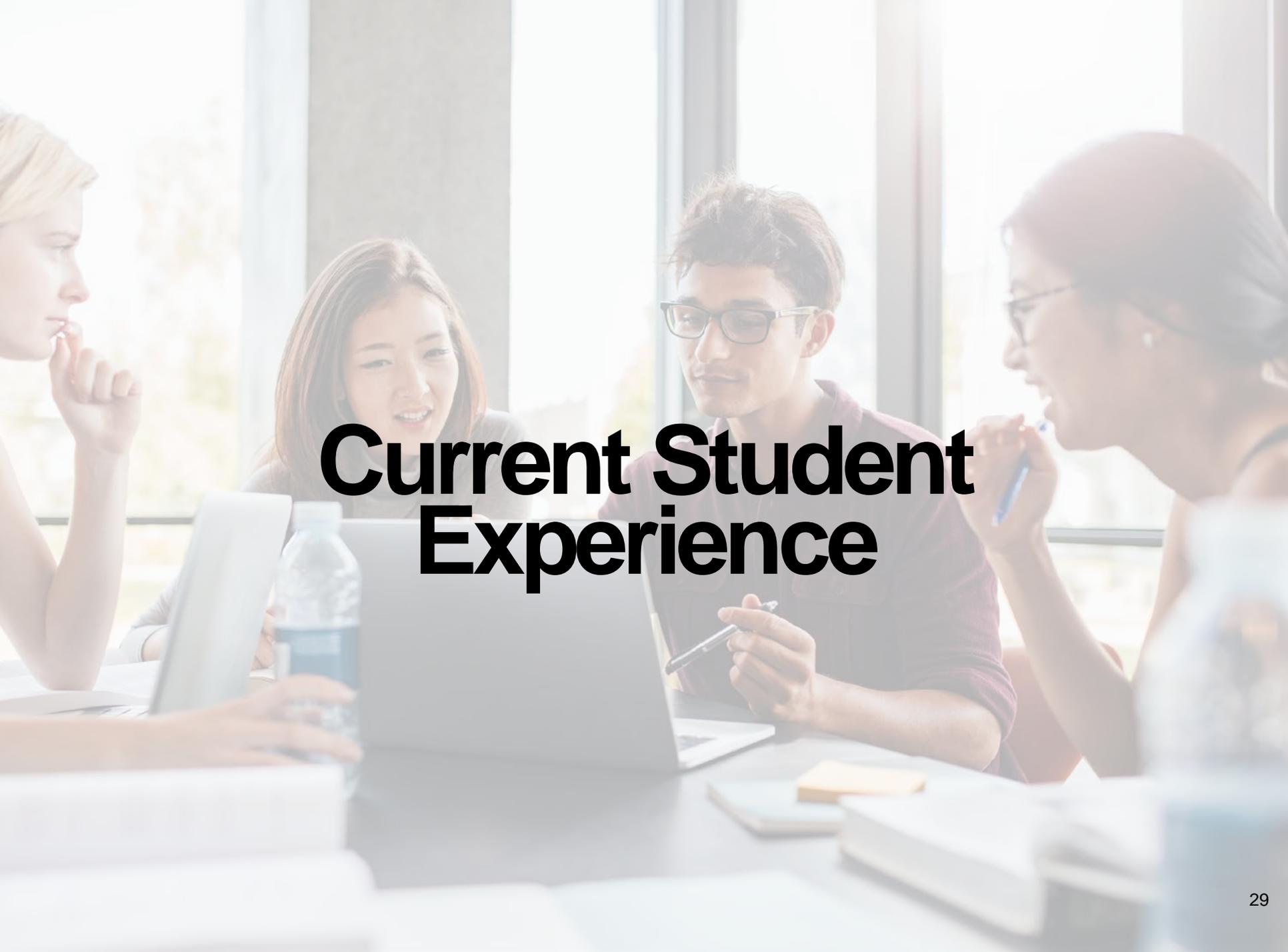
Potential areas of opportunity among Alumni are *availability of specific academic program and commitment to student needs/interest*



CSUCI Strengths and Weakness (Alumni)



Q32. How significant were each of the following attributes in your decision to attend CSUCI? Scale: 1=Not at all significant; 5=Very significant. Base: Current students and alumni (Current Students n=613; Alumni n=381)./Q33. Below is a list of attributes that you rated 4 or 5 in significance to your decision to attend. How satisfied (are/were) you with CSUCI on each? Scale: 1=Not at all satisfied; 5=Very satisfied. Base: Those who rated that aspect as significant (4 or 5 rating) (ns vary).



Current Student Experience

Current students have an overall positive experience at CSUCI, with agreement ratings ranging from 76% to 93%



Student Experience at CSUCI (Top 2 Box Agreement)

I feel CSUCI students are encouraged to work collaboratively with other students

(n=563)  93%

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

(n=564)  87%

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

(n=506)  85%

I feel a connection to CSUCI

(n=592)  82%

I feel my voice and opinion are valued by CSUCI leadership

(n=512)  76%

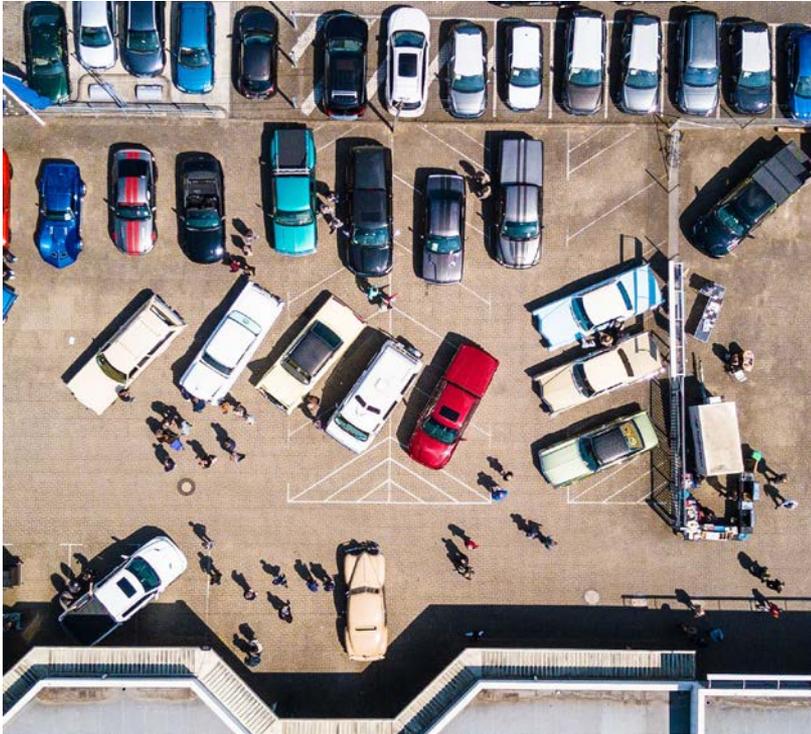


Q21. How much do you agree or disagree with each of the following statements?

Scale: 1=Strongly disagree; 4=Strongly agree.

Base: Current students answering.

Parking or transportation issues is the leading challenge current students face, followed by unavailability of classes



Challenges Experienced as CSUCI Student



Parking or transportation issues	69%
Unavailability of classes	48%
Lack of advising or mentorship	31%
Student debt	30%
Difficulty getting financial aid/scholarships	29%
Difficulty paying tuition	28%
Difficulty getting internships or employment (on or off-campus)	20%
Food/Housing insecurity	18%
Other	18%

Q24. What are some challenges you experience as a CSUCI student? Note: Multiple responses were accepted.
Base: Current students (n=613).

About four in 10 current students have volunteered or been involved with co-curricular activities and half of them find it very valuable

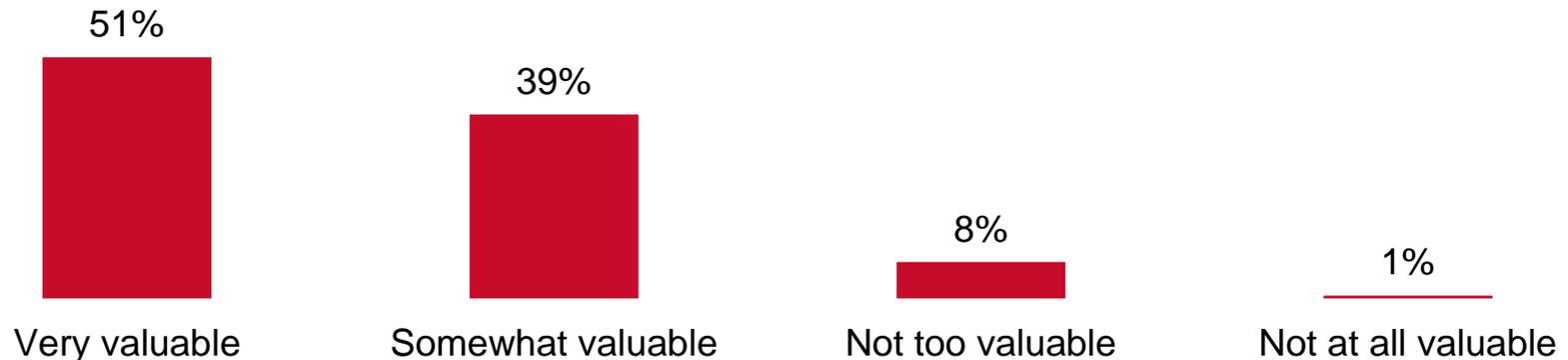
44%

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



**Perceived Value of
Volunteering/Co-Curricular Involvement**

90% Top 2 Box



Q22. Have you volunteered or been involved with co-curricular activities (student clubs or organizations) during your time at CSUCI?

Base: Current students (n=613).

Q23. How valuable has volunteering or co-curricular involvement been for you?

Base: Current students who have been involved with co-curricular activities (n=269).

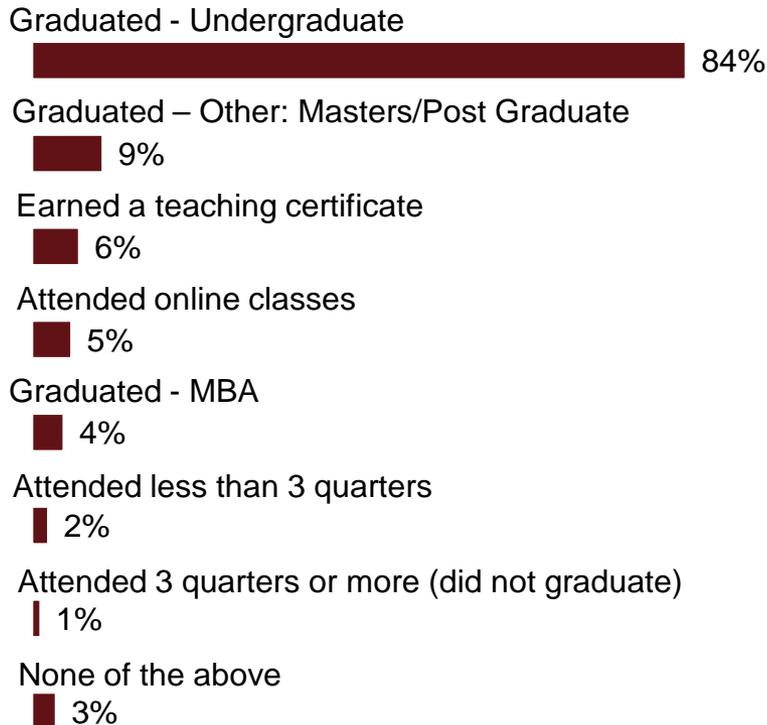
A collection of black graduation caps with blue tassels is shown in mid-air, falling against a clear blue sky. The caps are scattered across the frame, with some appearing larger and more detailed than others. In the bottom right corner, a hand is visible holding a rolled-up white diploma tied with a blue ribbon.

Alumni Engagement

Large majority of alumni completed undergraduate degree



Level of Involvement



Q25. Please indicate your level of involvement with CSUCI. Note: Multiple responses were accepted.
Base: Alumni (n=381).

Alumni strongly feel connected to CSUCI and attribute a significant part of their success to their attendance at CSUCI



Alumni Experience (Top 2 Box Agreement)

I feel a connection to CSUCI

(n=376)



87%

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

(n=362)



84%

I maintain connections with other CSUCI alumni

(n=368)



74%

Attending CSUCI helped me to find/retain a job

(n=332)



72%

Q26. How much do you agree or disagree with each of the following statements?

Scale: 1=Strongly disagree; 4=Strongly agree.

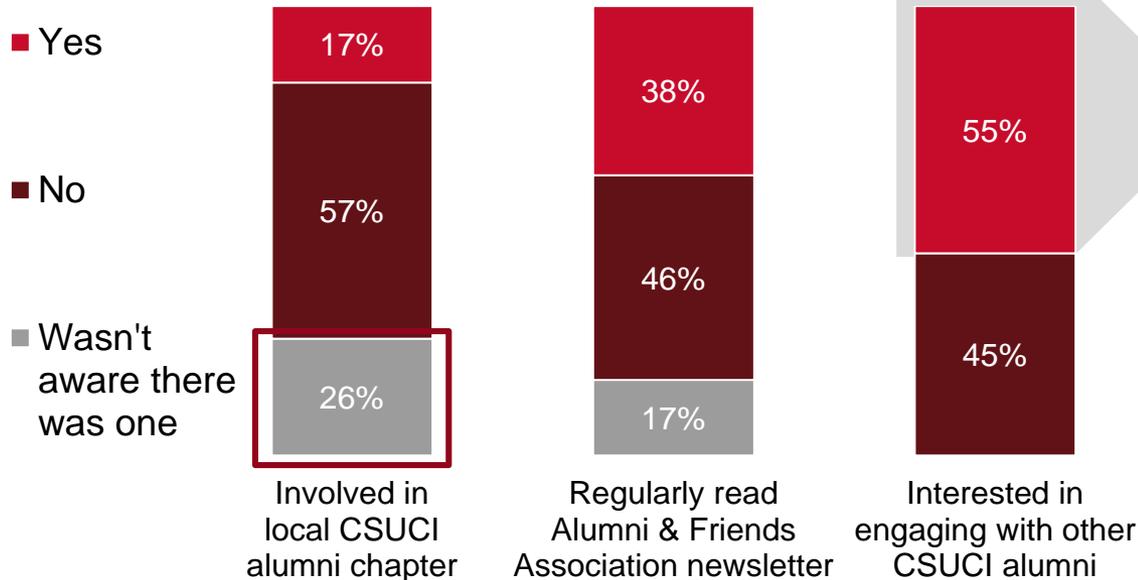
Base: Alumni answering.

Alumni engagement is moderate; however, a notable proportion are interested in engaging with other CSUCI alumni, mainly via alumni events

- A fair amount of alumni (26%) are not aware of a local CSUCI alumni chapter.



Alumni Engagement



Preferred Methods of Engagement

- 72%** Alumni events
- 56%** Social media
- 49%** Newsletters
- 45%** Volunteering
- 21%** Blogs/Online boards
- 8%** Other

Q27. Are you involved in your local CSUCI alumni chapter?

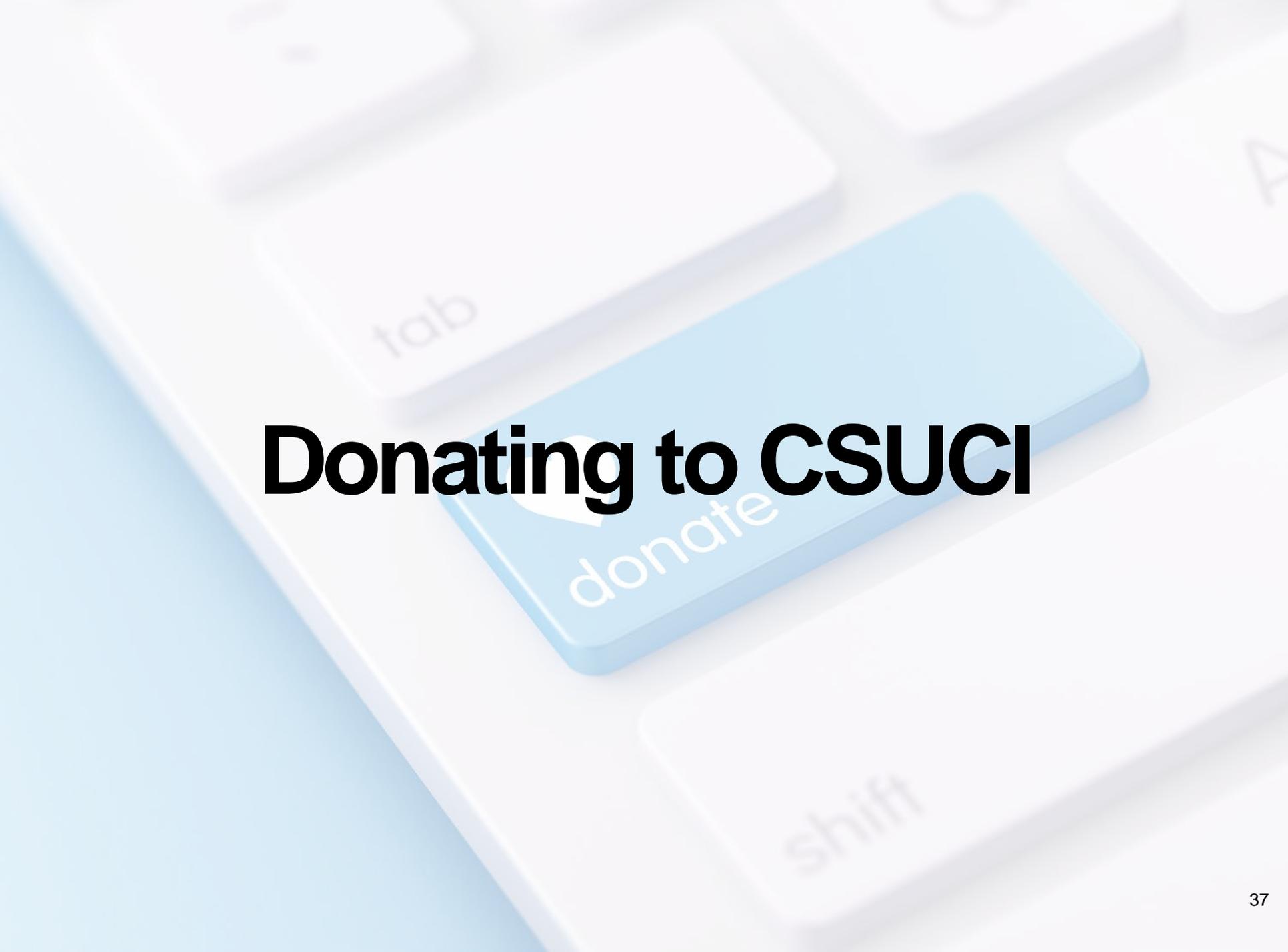
Q28. Do you regularly read the Alumni & Friends Association newsletter?

Q29. Are you interested in engaging or interacting with other CSUCI alumni?

Base: Alumni (n=381).

Q30. In which, if any, of the following ways would you like to engage with the university? Note: Multiple responses were accepted.

Base: Alumni interested in engaging with other alumni (n=208).



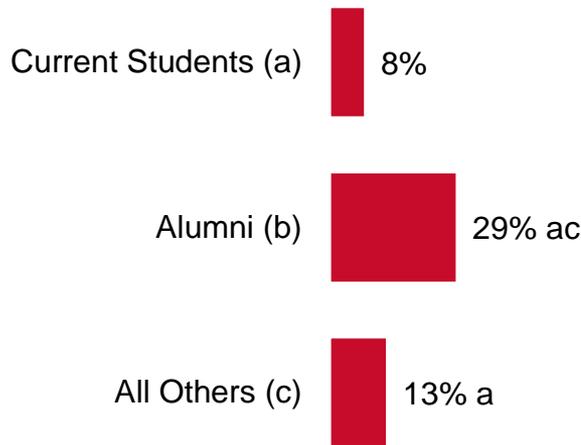
Donating to CSUCI

Few current students have ever donated to CSUCI, while a noteworthy proportion of alumni have

- Most respondents feel that CSUCI does well at informing them about their need and use of donations.

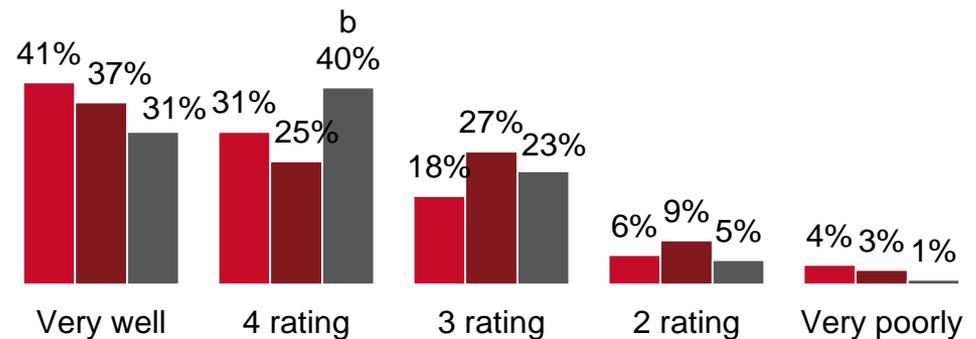


Have Made Financial Gift/In-Kind Contribution to CSUCI (Yes - %)



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

Top 2 Box
73% Current Students
61% Alumni
71% All Others



■ Current Students (a) ■ Alumni (b) ■ All Others (c)

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

Q34. Have you ever made a financial gift or in-kind contribution to CSUCI?

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

Q35. How well does CSUCI inform its donors about why their donations are needed and how they are used? Scale: 1=Very poorly;5=Very well.

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

Most are interested in supporting CSUCI, primarily by attending an event

Interested in Supporting CSUCI?	 Current Students (a)	 Alumni (b)	 All Others (c)
Interested in Supporting CSUCI (Net)	c 81%	c 85%	66%
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%
Organizing/hosting an event	bc 16%	9%	6%
In-kind contributions or services	9%	8%	7%
Deferred gift/gift in will/estate	2%	3%	2%
Other	4%	5%	ab 9%
I am not interested in supporting CSUCI	19%	15%	ab 34%

- Alumni are more interested in providing a financial contribution and providing testimonials than current students.
- Current students are more interested in organizing/hosting an event.

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

Q36. Please indicate how, if at all, you might be willing to support CSUCI in the future. Note: Multiple responses were accepted.

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

A close-up photograph of a hand holding a silver pen, poised to write on a document. The document features a grid pattern of small squares, typical of a ledger or accounting form. The background is softly blurred, showing more of the document and the hand. The overall lighting is warm and natural.

Additional Measures

CSUCI's News Center is the primary source of CSUCI information for current students and alumni

Sources of Information About CSUCI	 Current Students (a)	 Alumni (b)	 All Others (c)
CSUCI's News Center	bc 58%	c 41%	12%
Ventura County Star	12%	a 23%	ab 38%
Facebook	20%	ac 37%	17%
Instagram	c 35%	c 30%	10%
CSUCI Channel Magazine	10%	ac 32%	13%
The Acorn	6%	7%	ab 23%
Twitter	c 8%	6%	5%
Ventura County Reporter	3%	4%	ab 8%
KCLU	3%	3%	a 5%
KEYT	1%	3%	ab 7%
LinkedIn	2%	ac 7%	3%
Pacific Coast Business Times	0%	2%	ab 6%
KVTA	1%	a 3%	a 3%
Santa Barbara Independent	1%	1%	ab 4%
Noozhawk	0%	1%	a 2%
Santa Barbara News Press	1%	0%	1%
Other news media outlet	21%	24%	a 26%

- The top source of CSUCI information for All Other respondents is the Ventura County Star.
- Sources of CSUCI information varies greatly across groups.

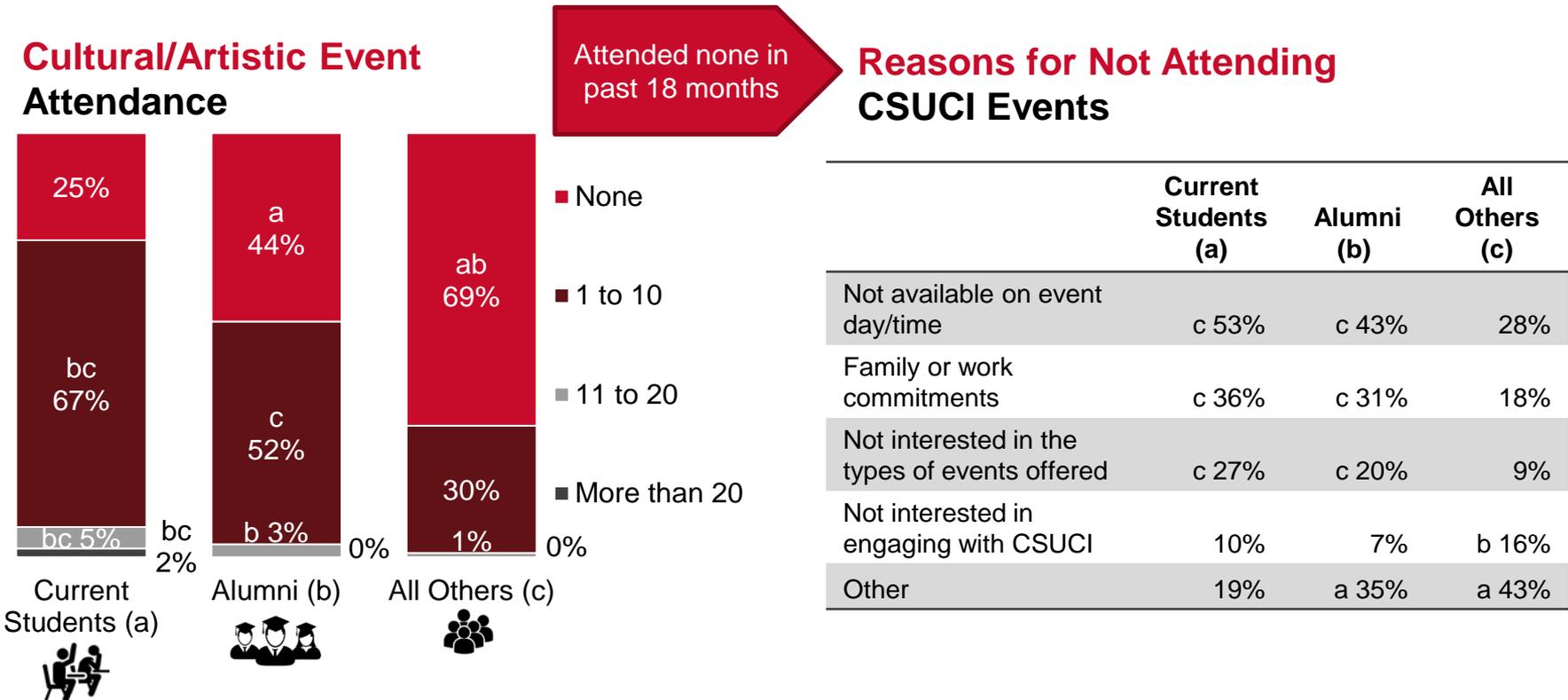
(Letter) Denotes a significant difference at the 95% confidence level.

Q19. How do you typically learn about news, announcements and events related to CSUCI? Note: Multiple responses were accepted.

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

Most current students have attended at least one cultural/ artistic event sponsored by CSUCI in the last 18 months

- The main reason for not attending a CSUCI event is *not available on event day/time*.



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

Q38. How many exhibits, lectures, performances or other cultural programs sponsored by CSUCI have you attended in the last 18 months?

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

Q39. Why have you not attended an exhibit, lecture, performance or other cultural program sponsored by CSUCI? Note: Multiple responses were accepted. Base: Those who have not attended an exhibit (Current Students n=153; Alumni n=168; All Others n=435).



Key Employee Differences

Employees have a more positive impression of CSUCI compared to all other non-student/non-alumni respondents

General Impressions of CSUCI (Non-Students/Non-Alumni)	CSUCI Employees (a)	All Others (b)
A university with a <u>commitment to access and dedicated to serving a diverse population of students</u>	b 78%	51%
A university <u>building a new and innovative higher education institution that enables students to succeed and channel their potential</u>	44%	40%
A university that is <u>critical to future success of our region and state and serves as an engine for social and economic vitality</u>	b 53%	37%
A university that <u>develops students to become engaged citizens and solve problems in our communities</u>	40%	36%
A university that <u>uses innovative practices for teaching and learning</u>	b 37%	23%
A university with a <u>reputation for academic excellence</u>	24%	24%
A university with <u>distinguished faculty</u>	b 21%	14%
None of these	8%	5%
Don't know	2%	a 15%

(Letter) Denotes a significant difference at the 95% confidence level.
Base: Total respondents (Employees n=234; All Others n=632).

Employees are least likely to agree that CSUCI offers a top-quality education, that it is a school of first choice, that it communicates effectively, that it values their involvement and that leadership is involved in the community

- Employees are more likely to agree that CSUCI students are involved in the community.

	CSUCI Employees (a)	Current Students (b)	Alumni (c)	All Others (d)
Perceptions of CSUCI (Top 2 Box Agreement Rating)				
CSUCI is geographically convenient	80%	79%	84%	abc 88%
CSUCI offers a top-quality education	84%	a 90%	a 90%	87%
CSUCI prepares its students for the workforce	81%	84%	84%	abc 92%
CSUCI's reputation for achievement and educational quality has improved over the last decade	88%	91%	92%	a 93%
CSUCI is a school of first choice	54%	ad 70%	ad 70%	60%
Perceptions of CSUCI Community Involvement (Top 2 Box Agreement Rating)				
CSUCI communicated effectively through its website, social media, publications and email	69%	a 84%	a 82%	a 80%
CSUCI students are involved in the community	bc 93%	85%	88%	b 90%
CSUCI values my involvement, feedback or input	63%	a 81%	a 79%	abc 89%
CSUCI leadership/administration are involved in the community	76%	a 84%	82%	a 87%

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

Base: Total respondents (Employees n=234; Current Students n=613; Alumni n=381; All Others n=632).

Employees are the most likely group to donate to CSUCI, but least likely to feel that CSUCI informs others about their need and use of donations

	CSUCI Employees (a)	Current Students (b)	Alumni (c)	All Others (d)
Ever Made Financial Gift/In-Kind Contribution to CSUCI				
Yes	bcd 40%	8%	bd 29%	b 13%
How Well Does CSUCI Inform About Need and Use of Donations?				
Top 2 box	46%	a 73%	a 61%	a 71%

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

Base: Total respondents (Employees n=234; Current Students n=613; Alumni n=381; All Others n=632).



Profile Information

About one-fifth of alumni respondents are current CSUCI employees

Non-CSUCI Students	 Alumni (a)	 All Others (b)
Current CSUCI employee	b 21%	0%
Interested in attending CSUCI	2%	a 17%
Educator	b 12%	7%
Parent of future college student	3%	a 8%
Donor of CSUCI	6%	6%
Parent of CSUCI student	1%	a 7%
Community Organization	5%	5%
Local employer/business owner	2%	a 7%
Local employer	3%	a 5%
Current OLLI student	1%	a 5%
High school counselor	1%	a 3%
Government official/representative	1%	2%
Educational partner of CSUCI	1%	a 2%
College counselor	1%	1%
None of these apply to me	b 54%	39%

- Nearly one-fifth of other respondents are interested in attending CSUCI.

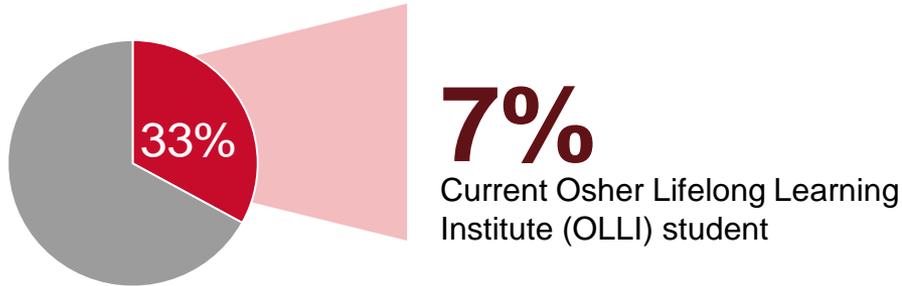
(Letter) Denotes a significant difference at the 95% confidence level.

Q4. Which, if any, of the following are you? Note: Multiple responses were accepted.

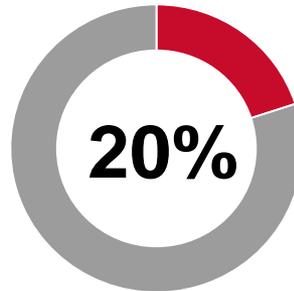
Base: Total non-current students (Alumni n=381; All Others n=632)

Among current student respondents, few are OLLI students, one-fifth live on campus and the majority strive for a Bachelor's degree from CSUCI


Current Student?
(Yes - %)



Live On Campus
(Yes - %)



Degree Goal

81%

Bachelor's degree

12%

Master's degree

7%

Teaching, administrative or authorization credential

7%

Certificate program

Q4a. Are you a current Osher Lifelong Learning Institute (OLLI) student?

Q20. What is your current goal for your time at CSUCI? Note: Multiple responses were accepted.

Q42. Do you currently live on campus?

Base: Current students (n=613).

Most respondents are White/Caucasian and are women; educational background varies across groups

Ethnicity	 Current Students (a)	 Alumni (b)	 All Others (c)
White/Caucasian	43%	a 49%	ab 64%
Hispanic or Latino/a	c 34%	c 29%	19%
Asian	7%	6%	6%
African American/Black	3%	4%	3%
Native American/Alaskan	1%	1%	1%
Native Hawaiian/Pacific Islander	1%	1%	1%
Prefer not to say	c 12%	9%	6%
Gender			
Man	28%	33%	31%
Woman	66%	62%	64%
Not sure	1%	0%	0%
Prefer not to say	5%	4%	4%
Education			
Less than high school	1%	0%	ab 8%
High school diploma/GED	bc 24%	0%	b 6%
Some college/vocational or certificate program	bc 50%	2%	b 19%
Bachelor's degree	15%	ac 67%	a 25%
Graduate or professional degree	7%	a 30%	a 35%
Prefer not to say	b 3%	1%	ab 6%

- Current students and alumni are more likely to be Hispanic or Latino/a.
- All Other respondents are more likely to be White/Caucasian.

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

Q41. What is the highest level of education you have completed?

Q44. Which of the following best describes your race or ethnic background?

Q45. What is your gender?

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

Alumni and all other respondents are more affluent than current students

- Most respondents live in Ventura County, most notably, current students.

	 Current Students (a)	 Alumni (b)	 All Others (c)
Income			
Less than \$25,000	bc 26%	c 11%	7%
\$25,000 to \$50,000	c 17%	c 19%	10%
\$50,000 to \$75,000	12%	ac 19%	11%
\$75,000 to \$100,000	7%	a 14%	a 14%
\$100,000 to \$125,000	6%	8%	a 10%
\$125,000 to \$150,000	3%	5%	ab 9%
\$150,000 to \$200,000	3%	a 6%	a 8%
\$200,000 or more	2%	3%	ab 12%
Prefer not to say	b 22%	15%	19%
Mean	\$61,975	a \$77,524	ab \$106,311
Median	\$43,270	\$66,198	\$97,301
County of Residence			
Los Angeles County	13%	13%	11%
Santa Barbara County	3%	a 6%	a 9%
Ventura County	bc 80%	69%	67%
Other county	4%	a 12%	a 13%

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

Q40. Which of the following categories best describes your annual household income?

Q43. In what county do you currently reside?

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

Conclusions

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.