



Wichita State University

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Strengthening Organizations, Strengthening Communities
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Campus and Community Survey **Aggregate Findings** 5-1-09

Project Overview

Based on a request from Visioneering Wichita's College Mecca and the Urban League's Advance Kansas project, WSU's Center for Community Support and Research (CCSR) developed an electronic survey for current college students to identify the campus and community factors that influence decisions regarding where to attend college and where to live after graduation. Participating schools were: Butler Community College (n=490), Friends University (n=96), Hesston College (n=42), Newman University (n=62), and Wichita State University (n=1482). The questions were designed to gauge factors from both the campus life and community experiences of students, as well as what factors influenced their decisions to stay or leave after graduation. The results of this survey will be used to help better inform decisions concerning developmental plans for campus and community services to students in the future.

Background on Survey Development

CCSR developed questions based on input from Visioneering Wichita's College Mecca and the Urban League's Advance Kansas project. The survey was designed to be brief, taking only five to ten minutes to complete, in order to increase the likelihood that students would respond. Additionally, the majority of questions were multiple choice as a way to standardize responses across institutions as much as possible. A limited number of questions were open-ended to allow students to express more individualized answers (e.g., "when you graduate, where would you like to live"). The electronic survey was administered by CCSR and disseminated to students by the participating institutions through an e-mail message from their own Presidents.

In order to provide students with "response sets" (the list of answers from which they could choose) that were most reflective of common responses, CCSR conducted a focus group with current WSU undergraduates and asked them how they would answer the questions. From their responses, CCSR developed the response sets that were used in the survey. Additionally,

based on the wide range of responses from this focus group to certain questions, CCSR identified those that were most appropriate as open-ended questions.

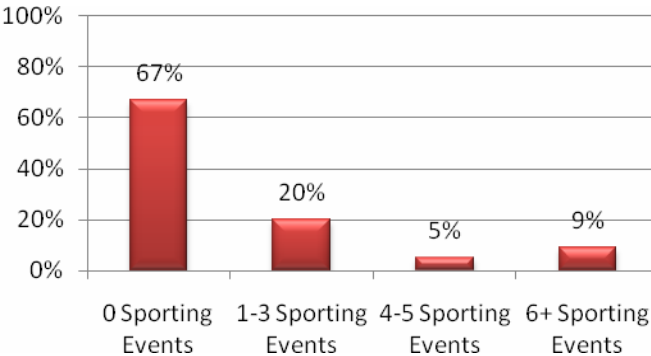
The following results are based on the aggregate data from all five participating schools. Wichita State University, with the largest student population from which to draw, contributed the bulk of respondents. In the overview of results below, results which may have been skewed by the data from WSU has been noted. In these cases, the data for WSU was separated out and compared against that of the remaining schools to identify divergent results.

Overview of Results

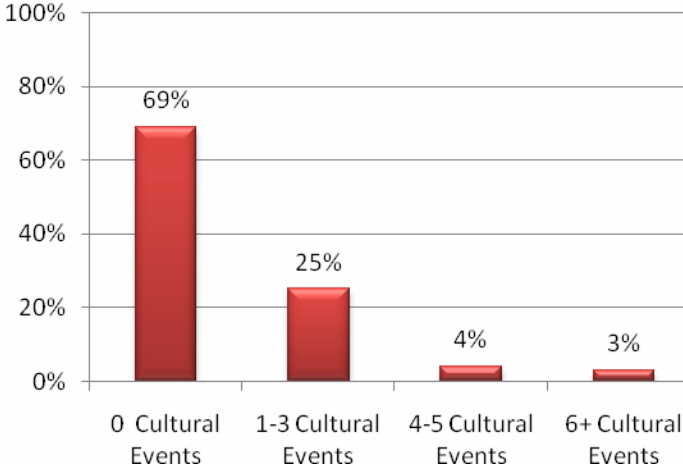
- Affordability and convenience were the most important factors in the decision to attend a particular school. Issues such as being close to home and family apparently contributed to these factors.
- The availability of their intended major was also near the top of the list of reasons for choosing a particular school.
- After spending some time as a student at their school, affordability and convenience remained at the top of lists of campus and community factors that the students liked.
- After spending time as a student, the least liked aspects were parking issues on campus, cost of tuition, and the lack of appealing activities/entertainment and a “college town” atmosphere. Although “safety concerns in the neighborhoods around school” was the number one response for WSU students, it was not a top concern for other participating schools. However, due to the number of respondents from WSU, the aggregate results were skewed.
- A slight majority of respondents reported that they’d like to stay in the Wichita MSA/South Central Kansas area after graduation. Many others reported that they planned to live outside of Kansas with states such as Texas, California, and Colorado being mentioned frequently.
- The factors that are appealing about locations where students want to live after graduation included being close to home, good job opportunities, and appealing atmosphere.
- Good job opportunities and well-paying jobs topped the list of community factors that could entice students to stay in this area after graduation.

Aggregate Results for All Respondents (N=2,172)

How many school sporting events have you attended this semester?



How many school sponsored cultural events have you attended this semester?



Thinking back, what primary reasons related to the school or campus influenced your decision to attend your college?

Most convenient option	66%
College was affordable	56%
Study a particular major	41%
I liked the size of the school	34%
Received a scholarship	29%
Liked the campus	26%
Academic reputation	24%
Faculty/student ratio	19%

Personal attention prior to enrollment	14%
Impressed with career programs	14%
Diverse student population	10%
Real-life experience of the faculty	9%
Family has ties to the school	9%
Study with a specific instructor	7%
Reputation of the faculty	7%
Opportunities to be involved in student life	5%
Interested in extra-curricular programs	4%
Fan of the sports team	4%
Parking was good	4%
Wanted to join a sports team	3%
Liked the residence halls	2%

What primary reasons related to the community influenced your decision to attend your college?

Already living here	52%
Close to family	44%
Community was the right size	27%
Community atmosphere	23%
Good job opportunities while in school	21%
Friendly community members	15%
Easy access to shopping/convenience stores	13%
Community had lots of things to do	11%
Plenty of entertainment options	11%
Natural Scenery	10%
Community offered quality internship opportunities	10%
Off campus housing options were good	10%
Community transportation options	8%
Community embraced diversity	8%
Community offered cultural opportunities	5%

Now that you attend the college, what are the main things you like about the school or campus?

College is affordable	56%
Size of school	50%
Studying a particular major	42%

Faculty/student ratio	29%
Scholarship opportunities	29%
Like the campus	28%
College's academic reputation	26%
Real life experiences of the faculty	20%
Diverse student population	19%
Campus representatives are friendly	19%
Personal attention prior to enrollment	12%
Studying with a specific instructor	12%
Parking availability	11%
Reputation of the faculty	10%
Appealing student life	9%
Extra-curricular programs	9%
Reputation of the sports teams	7%
Family has ties to the school	6%
Able to participate on a sports team	3%
Like the residence halls	2%

Now that you attend the college, what are the main things you like about the community?

Close to home or family	62%
Already live here	55%
Community is the right size	25%
Adequate job opportunities after graduation	20%
Easy access to shopping/convenience centers	19%
Community members are friendly	18%
Like the culture of the town	15%
Plenty of natural scenery	13%
There is always something to do	13%
Quality internship opportunities	11%
Entertainment options offered within the community	10%
Adequate off-campus housing options	9%
Community seems to embrace diversity	9%
Plenty of cultural opportunities	6%
Adequate transportation options	7%

What do like least about attending your college in regards to the school or campus?

Hard to find a parking space	58%
Tuition costs are too high	27%
Student life activities are not appealing or adequate	21%
School's reputation is not that great	12%
The dorms aren't very good	10%
Instructors seem to lack expertise	8%
Instructors are not approachable	8%
Lack of sports programs	8%
Classes are too large	7%
Instructors are not accessible to students	7%
Student population is not diverse enough	4%

What do you like least about attending your college in regards to the community?

Safety concerns in neighborhoods around school*	50%
This doesn't feel like a "college town"	40%
Not enough entertainment options	25%
No good public transportation options	24%
Not enough affordable off-campus housing	11%
I'm too far from family	7%
The community is too small	6%
I'm too close to family	5%
The community is too large	4%

*This result was skewed due to the number of WSU students providing this response. This concern was not a priority for students from other schools.

When you graduate, where do you want to live?

Wichita MSA/South Central Kansas (n=847)	39%
In U.S. outside of Kansas (n=659)	31%
Don't know/not specific* (n=456)	21%
Other places in Kansas/Kansas in general (n=136)	6%
Outside of U.S. (n=60)	3%

*Some respondents described the type of place they'd like to live rather than providing a specific location. These responses were included with those who indicated that they didn't know where they want to live.

What is it about the place you want to live that makes it appealing to you?

It's close to family	38%
I have connections/familiarity with the area	31%
Great natural scenery	25%
The area has high paying jobs in my profession	25%
The area has an abundance of jobs in my profession	23%
The cost of living is affordable	23%
I like the climate/weather conditions	21%
It's a big city	20%
There are plenty of arts and cultural activities	19%
Plenty of options for outdoor/sporting activities	18%
It offers affordable housing options	16%
I like the entertainment/night life options	16%
It's a small town	11%
It's an urban area	11%
It's rural	6%
I'm a fan of the sports team(s)	4%

If you plan to live outside of the Wichita MSA or South Central Kansas, what might entice you to remain in this area?

If there were more job opportunities in my field	34%
If there were higher paying jobs	31%
If the economy were stable or growing	23%
Better nightlife/entertainment options for young adults	18%
If the community/neighborhoods were safer	15%
More vibrant arts/cultural scenes	13%
If there were more options for outdoor/recreation activities	11%
If the area developed more parks/natural environments	10%
If the area offered more affordable housing options	8%
If more sports teams were here	7%
If there were more family-oriented activities	6%
If the population were more diverse	5%

About CCSR

Wichita State University (WSU) Center for Community Support & Research (CCSR) is dedicated to creating and sustaining positive change within organizations and communities across the state of Kansas. CCSR's skilled teams of staff work directly with community coalitions, non-profit health and human services organizations, and self-help groups from an interdisciplinary perspective. Combined with CCSR's knowledge of community collaboration, leadership development, and evaluation/outcome research, organizations and communities across Kansas are transformed.

CCSR Mission: WSU Center for Community Support & Research partners with communities and organizations to strengthen Kansas through education, leadership development, facilitation, and research.

CCSR Vision: That all Kansans use their talents and experiences to create thriving communities.

CCSR Services

- Program Evaluation
- Strategic Planning
- Leadership Development
- Vision and Mission Development
- Grant Writing
- Team Building
- Collaboration and Consensus Building
- Conflict Resolution
- Outcome-Based Planning and Monitoring
- Referrals to Self-Help Support Groups
- Self-Help Support Group Development and Maintenance

For more information about CCSR, call 316.978.3843 or visit the website at www.ccsr.wichita.edu