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Survey of UNO Alumni

Rebecca S. Fahrlander
University of Nebraska at Omaha

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SURVEY OF
UNO ALUMNI

by

Rebecca S. Fahrlander, Ph.D.



Center for Applied Urban Research
University of Nebraska at Omaha



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INTRODUCTION

The purpose of this study was to obtain information from UNO alumni regarding their perceptions of various aspects of the university. In particular, alumni participation in university events and their visits to the campus were researched. Alumni were also asked to state their reasons for attending UNO, to rate various dimensions of the university, and to rate the importance of their UNO educations to their careers and lives. The questionnaire gathered further information on alumni pride in UNO, the importance of several sources of information concerning the university, and interest in topics covered in the alumni publications.

RESEARCH METHODS

The data referred to in this study were based on a survey mailed out on March 28, 1983.¹ A random sample of 1,016 alumni was drawn from UNO graduates from the years 1957, 1962, 1967, 1972, 1977, and 1982.² Current names and

¹A follow-up card reminding all 1,016 alumni to complete and return their questionnaires was mailed out on April 5, 1983.

²A total of 167 names was drawn from the lists of 1962 graduates, and 169 names from 1972; 170 names were drawn from each of the other years.

addresses of these alumni were provided by the UNO Alumni Office. Questionnaires were returned by 367 persons, establishing a response rate of 36.1 percent. Two questionnaires were eliminated due to noncompletion; thus the data in this report are based on analysis of 365 completed responses. While response rates to mail surveys can vary widely, a response rate of this size is considered to be good. More than one-third of the alumni who received questionnaires were interested enough in their alma mater to take the time to respond. However, as with any mail survey, the respondents may differ in some significant way from those who chose not to respond. Thus, the respondents are not necessarily representative of all alumni.

For example, as Table 5 shows, 44 percent of the alumni responding to this survey reported contributing to UNO fund drives, and 33.4 percent reported attending UNO events. These data suggest a high alumni participation level in certain university activities. One possible explanation for this is that the more active alumni chose to respond to the survey. Thus, caution should be exercised in extrapolating these results to the larger alumni population.

As shown in Table 1, response rates varied for different graduation years, with 1982 having the highest response rate (42.9 percent).

TABLE 1
RESPONDENTS AS PERCENTAGE OF GRADUATING CLASS

| | Total Number of Graduates | Number in Sample | Number of Respondents | Response Rate (%) | Responses as a Percent of All Alumni for That Year |
|-------|------------------------------|---------------------|--------------------------|-------------------------|---|
| 1957 | 496 | 170 | 62 | 36.5 | 12.5 |
| 1962 | 1,228 | 167 | 50 | 29.9 | 4.1 |
| 1967 | 1,405 | 170 | 49 | 28.8 | 3.5 |
| 1972 | 2,408 | 169 | 52 | 30.8 | 2.2 |
| 1977 | 2,059 | 170 | 61 | 35.9 | 3.0 |
| 1982 | 2,316 | 170 | 73 | 42.9 | 3.2 |
| Total | 9,912 | 1,016 | 367* | 36.1 | 3.7 |

*This number includes 2 respondents who returned uncompleted questionnaires and 18 respondents who did not indicate their graduation year.

SURVEY RESULTS

Demographic Characteristics

More than one-fourth of the persons responding to this survey were between the ages of 30 and 39; another 26.4 percent were between 40 and 49. Almost 20 percent (19.6) were under 30, and 18.7 percent were between 50 and 59. (See Table 2.) The majority of the respondents were males (62.8 percent). Over 60 percent were employed in professional or technical occupations, and another 21.3 percent were managers, administrators, or business owners. As shown in Table 2, more than half (56 percent) of the respondents indicated they earned incomes between \$20,000 and \$49,999. Another 29.9 percent reported incomes of

\$50,000 or more. Most of the respondents (324) indicated receiving undergraduate degrees, and 91 had earned graduate degrees from UNO; 50 listed more than one degree from the university. (See Table 3.)

Almost three-fourths of the respondents were residents of the Central region of the United States.³ (See Table 4.)

Alumni Participation

Table 5 includes data on the participation of alumni in various UNO activities. More than one-fourth (26.8 percent) of the respondents indicated they had last visited UNO within the past month; another 28 percent had last visited campus between one month and one year ago.

More than one-third (33.4 percent) of the respondents reported that they attended UNO events. While only 14.5 percent said they had helped in fundraising for UNO, 44 percent said they contributed to UNO fund drives.

More than one-fourth (26.6 percent) reported they had close relatives who attended UNO.

Table 5 includes percentages for each graduation year included in the sample as well as percentages for the combined graduation years 1957 through 1967 and the years 1972 through 1982. The data were combined in these two

³Michigan, Indiana, Illinois, Missouri, Iowa, Wisconsin, Minnesota; North Dakota, South Dakota, Nebraska, Kansas.

TABLE 2
DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

| | Number | Percent |
|---|--------|---------|
| Age | | |
| Under 30 | 71 | 19.6 |
| 30-39 | 93 | 25.6 |
| 40-49 | 96 | 26.4 |
| 50-59 | 68 | 18.7 |
| 60 or over | 35 | 9.6 |
| Total | 363 | 99.9 |
| Sex | | |
| Male | 228 | 62.8 |
| Female | 135 | 37.2 |
| Total | 363 | 100.0 |
| Occupation | | |
| Professional or technical | 215 | 60.2 |
| Manager, administrator, owner of business | 76 | 21.3 |
| Sales | 8 | 2.2 |
| Clerical | 9 | 2.5 |
| Craftsman ^{a/} | 1 | .3 |
| Operative ^{b/} | 1 | .3 |
| Laborer ^{c/} | 0 | 0.0 |
| Farmer or farm manager | 2 | .6 |
| Farm laborer | 1 | .3 |
| Service worker ^{d/} | 1 | .3 |
| Other | 43 | 12.0 |
| Total | 357 | 100.0 |
| Annual Household Income | | |
| Less than \$10,000 | 10 | 2.9 |
| \$10,000-\$19,999 | 39 | 11.1 |
| \$20,000-\$29,999 | 72 | 20.6 |
| \$30,000-\$39,999 | 68 | 19.4 |
| \$40,000-\$49,999 | 56 | 16.0 |
| \$50,000-\$59,999 | 47 | 13.4 |
| \$60,000-\$69,999 | 25 | 7.1 |
| \$70,000 or more | 33 | 9.4 |
| Total | 350 | 99.9 |

^{a/} E.g., baker, machinist, tailor, etc.

^{b/} E.g., assembler, produce grader, machine operator, bus driver, etc.

^{c/} E.g., warehouseman, laborer, lumberman, fisherman.

^{d/} E.g., janitor, waitress, private security guard, nursing aid, maid, etc.

Note: Totals do not always equal 100% due to rounding.

TABLE 3

DEGREE CHARACTERISTICS OF RESPONDENTS

| | Number | Percent |
|---|-------------------|---------|
| Type of Degree Received from UNO | | |
| Undergraduate | 324 | |
| Graduate | 91 | |
| Total | 415 ^{a/} | |
| College From Which Degree Was Received | | |
| College of Arts and Sciences | 81 | |
| College of Continuing Education | 56 | |
| College of Education | 70 | |
| College of Fine Arts | 9 | |
| College of Business Administration | 66 | |
| College of Public Affairs and Community Service (CPACS) | 7 | |
| College of Engineering and Technology | 22 | |
| College of Home Economics | 10 | |
| Graduate College | 76 | |
| Not sure | 12 | |
| Total | 409 ^{a/} | |
| Age at Receipt of First UNO Degree | | |
| 21 or under | 40 | 11.0 |
| 22-24 | 111 | 30.7 |
| 25-27 | 59 | 16.3 |
| 28-30 | 38 | 10.5 |
| 31-39 | 60 | 16.6 |
| 40-49 | 42 | 11.6 |
| 50-59 | 12 | 3.3 |
| Total | 362 | 100.0 |

^{a/} Fifty respondents listed more than one degree from UNO. Thus totals for type of degree and college exceed 365.

TABLE 4

AREAS OF RESIDENCE

| | Number | Percent |
|-------------------------|--------|---------|
| Northeast ^{a/} | 23 | 6.4 |
| Central ^{b/} | 266 | 74.5 |
| Southeast ^{c/} | 33 | 9.2 |
| Southwest ^{d/} | 20 | 5.6 |
| Far West ^{e/} | 15 | 4.2 |
| Total | 357 | 99.9 |

^{a/} Maine, Vermont, New Hampshire, Delaware, Maryland, Massachusetts, Connecticut, Rhode Island, New York, Pennsylvania, New Jersey, Ohio.

^{b/} Michigan, Indiana, Illinois, Missouri, Iowa, Wisconsin, Minnesota, North Dakota, South Dakota, Nebraska, Kansas.

^{c/} Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Tennessee, Kentucky.

^{d/} Arkansas, Louisiana, Oklahoma, Texas, New Mexico, Arizona.

^{e/} Colorado, Wyoming, Montana, Idaho, Washington, Oregon, Nevada, Utah, California, Alaska, Hawaii.

Note: Totals do not always equal 100% due to rounding.

TABLE 5

ALUMNI PARTICIPATION

| | No Year Given | | 1957 | | 1962 | | 1967 | | 1957-1967 | | 1972 | | 1977 | | 1982 | | 1972-1982 | | Total | |
|-------------------------------------|---------------|------|------|------|------|------|------|------|-----------|------|------|------|------|------|------|------|-----------|------|-------|-------|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Contributed to UNO fund drive | 5 | 31.3 | 36 | 59.0 | 29 | 58.0 | 26 | 54.2 | 91 | 57.2 | 25 | 49.0 | 30 | 49.2 | 7 | 9.7 | 62 | 33.7 | 158 | 44.0 |
| Attended UNO events | 6 | 35.3 | 18 | 29.0 | 11 | 22.0 | 8 | 16.3 | 37 | 23.0 | 17 | 33.3 | 24 | 39.3 | 37 | 51.4 | 78 | 42.4 | 121 | 33.4 |
| Had close relative(s) attending UNO | 3 | 17.6 | 19 | 30.6 | 12 | 24.0 | 10 | 20.4 | 41 | 25.5 | 11 | 21.6 | 19 | 31.7 | 22 | 30.6 | 52 | 28.4 | 96 | 26.6 |
| Helped in UNO fundraising | 1 | 6.3 | 8 | 12.9 | 7 | 14.3 | 6 | 12.8 | 21 | 13.3 | 11 | 21.6 | 13 | 21.3 | 6 | 8.3 | 30 | 16.3 | 52 | 14.5 |
| Last visit to UNO | | | | | | | | | | | | | | | | | | | | |
| Within past month | 5 | 27.8 | 8 | 13.6 | 5 | 10.4 | 9 | 18.8 | 22 | 14.2 | 10 | 19.2 | 19 | 31.7 | 40 | 54.8 | 69 | 37.3 | 96 | 26.8 |
| Within past 6 months | 1 | 5.6 | 14 | 23.7 | 1 | 2.1 | 2 | 4.2 | 17 | 11.0 | 9 | 17.3 | 10 | 16.7 | 22 | 30.1 | 41 | 22.2 | 59 | 16.5 |
| 6 months - 1 year ago | 2 | 11.1 | 6 | 10.2 | 5 | 10.4 | 5 | 10.4 | 16 | 10.3 | 4 | 7.7 | 9 | 15.0 | 10 | 13.7 | 23 | 12.4 | 41 | 11.5 |
| 1 year - 5 years ago | 3 | 16.7 | 7 | 11.9 | 8 | 16.7 | 7 | 14.6 | 22 | 14.2 | 12 | 23.1 | 15 | 25.0 | 1 | 1.4 | 28 | 15.1 | 53 | 14.8 |
| 5 years or more ago | 7 | 38.9 | 24 | 40.7 | 29 | 60.4 | 25 | 52.1 | 78 | 50.3 | 17 | 32.7 | 7 | 11.7 | 0 | 0.0 | 24 | 13.0 | 109 | 30.4 |
| Total | 18 | 5.0 | 59 | 16.5 | 48 | 13.4 | 48 | 13.4 | 155 | 43.3 | 52 | 14.5 | 60 | 16.8 | 73 | 20.4 | 185 | 51.7 | 358 | 100.0 |

categories to facilitate comparison of responses of two groups of alumni: those who graduated during the years that the university was the University of Omaha and those who graduated at least four years after it became the University of Nebraska at Omaha.

The data indicate that the 1972-82 respondents were likely to have visited the campus more recently than were the 1957-67 graduates. For example, while 37.3 percent of the 1972-82 respondents last visited the campus within the past month, 14.2 percent of the 1957-67 respondents had done so. Over one-half (54.8 percent) of the 1982 graduates had visited the campus within the past month.

Alumni from the 1957-67 group were more likely to have contributed to UNO fund drives than were 1972-82 graduates. This difference may be accounted for by a number of factors, including the fact that earlier graduates have had more opportunities to contribute to fund drives.

Alumni from the 1972-82 group were also more likely to have attended UNO events than were earlier alumni.

Reasons for Attending UNO

When asked for the reasons they attended UNO, 85.3 percent of the respondents named location, and 66.5 percent mentioned economic reasons. More than one-half (57.1 percent) of the respondents mentioned they attended UNO because of a specific program offering. Convenient

scheduling and academic quality were also mentioned by a sizeable percentage (44.7 and 41.2 percent, respectively) as being reasons for choosing UNO. (See Table 6.)

Alumni from the 1972-82 group were more likely to mention convenient scheduling as a reason for attending UNO than were respondents from the 1957-67 group (48.6 and 40.8 percent, respectively).

Importance to Career and Life

Alumni were asked to rate the importance of their UNO education in relation to aspects of their careers and lives. Ratings were based on a scale of 0 to 10 (the higher the number, the more positive the rating). This is a scale that allows the respondent a wide range of choice in rating items. A score of 5 is defined as average, and scores higher than that as above average. Scores of 9 or 10 would be considered very positive ratings.

In reporting responses to questions employing scales or other ranking devices, mean data are often found to be useful. The mean is the average position on the scale of all of the responses to a given item. For example, the mean response to the question, "Please indicate how important what you learned at UNO was in helping to shape your later life," was 7.3. A mean of 7 on this question falls between the average of 5 ("What was learned has been

TABLE 6

REASONS FOR ATTENDING UNO

| | No Year Given | | 1957 | | 1962 | | 1967 | | 1957-1967 | | 1972 | | 1977 | | 1982 | | 1972-1982 | | Total | |
|--------------------------|---------------|------|------|------|------|------|------|------|-----------|------|------|------|------|------|------|------|-----------|------|-------|------|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Location | 16 | 88.9 | 56 | 94.9 | 37 | 75.5 | 36 | 73.5 | 129 | 82.2 | 38 | 73.1 | 59 | 96.7 | 66 | 90.4 | 163 | 87.6 | 308 | 85.3 |
| Economic reasons | 12 | 66.7 | 45 | 76.3 | 29 | 59.2 | 29 | 59.2 | 103 | 65.6 | 32 | 61.5 | 47 | 77.0 | 46 | 63.0 | 125 | 67.2 | 240 | 66.5 |
| Specific program offered | 9 | 50.0 | 26 | 44.1 | 28 | 57.1 | 34 | 69.4 | 88 | 56.1 | 32 | 61.5 | 31 | 50.8 | 46 | 63.0 | 109 | 58.6 | 206 | 57.1 |
| Convenient scheduling | 7 | 38.9 | 17 | 28.8 | 19 | 38.8 | 28 | 57.1 | 64 | 40.8 | 20 | 38.5 | 35 | 58.3 | 35 | 47.9 | 90 | 48.6 | 161 | 44.7 |
| Academic quality | 6 | 33.3 | 25 | 42.4 | 20 | 41.7 | 18 | 36.7 | 63 | 40.4 | 24 | 46.2 | 23 | 37.7 | 32 | 44.4 | 79 | 42.7 | 148 | 41.2 |
| Recommended by others | 6 | 33.3 | 13 | 22.0 | 19 | 38.8 | 17 | 34.7 | 49 | 31.2 | 19 | 36.5 | 12 | 19.7 | 22 | 30.1 | 53 | 28.5 | 108 | 29.9 |
| Financial aid available | 2 | 11.1 | 7 | 11.9 | 5 | 10.2 | 9 | 18.4 | 21 | 13.4 | 5 | 9.6 | 9 | 14.8 | 14 | 19.2 | 28 | 15.1 | 51 | 14.1 |
| Other | 4 | 22.2 | 4 | 6.8 | 9 | 18.4 | 11 | 22.4 | 24 | 15.3 | 13 | 25.5 | 7 | 11.5 | 20 | 27.8 | 40 | 21.7 | 68 | 18.9 |

somewhat important to my life.") and a high of 9 or 10 ("What was learned has been very important to my life.")

Respondents were also asked whether they agreed with the statement, "The education I gained while at UNO is still proving beneficial to me in my life." Response choices ranged from "Disagree Strongly" (0-2) to "Neutral" (4-6) to "Agree Strongly" (9-10). The mean for this item was 7.5, indicating moderate agreement.

Alumni responding to this survey indicated their UNO education had been somewhat helpful in acquiring their first jobs and in their career advancement with mean ratings of 6.6 and 6.5, respectively. Response choices for these items included "Not Applicable" (0-2), "Not Helpful" (3-5), "Somewhat Helpful" (6-8), and "Very Helpful" (9-10). Some variation occurred among graduates of different years concerning these items. With the exception of 1972, the data indicate a gradual decline in mean ratings. However, due to the nature of the sample and the six graduating classes covering a 25-year time period, the differences in mean scores on these questions may be less suggestive of declining ratings than of the impact of a host of societal variables on the attitudes of UNO graduates. Mean ratings for each graduation year in the sample and for the combined years 1957-67 and 1972-82 are illustrated in Table 7.

TABLE 7

IMPORTANCE OF UNO EDUCATION TO CAREER AND LIFE

| | No Year Given | | Degree of Importance Mean Rating ^{a/} | | | | | | | Total | | | | | | | | | | |
|-----------------------------|---------------|-----------|---|-----------|-------------|-----------|-------------|-----------|------------------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|------------------|-----------|-----|-----------|
| | No. | \bar{X} | 1957 No. | \bar{X} | 1962 No. | \bar{X} | 1967 No. | \bar{X} | 1957-1967 No. | \bar{X} | 1972 No. | \bar{X} | 1977 No. | \bar{X} | 1982 No. | \bar{X} | 1972-1982 No. | \bar{X} | No. | \bar{X} |
| LIFE | | | | | | | | | | | | | | | | | | | | |
| Still beneficial to me | 17 | 7.4 | 61 | 7.6 | 50 | 7.6 | 49 | 7.5 | 160 | 7.6 | 51 | 7.6 | 61 | 7.1 | 72 | 7.6 | 184 | 7.4 | 361 | 7.5 |
| Helping to shape later life | 17 | 6.9 | 61 | 7.5 | 50 | 7.2 | 49 | 7.5 | 160 | 7.4 | 51 | 7.4 | 60 | 6.9 | 73 | 7.1 | 184 | 7.1 | 361 | 7.3 |
| CAREER | | | | | | | | | | | | | | | | | | | | |
| Getting first position | 18 | 5.0 | 58 | 8.1 | 46 | 6.7 | 48 | 6.5 | 152 | 7.2 | 50 | 6.9 | 59 | 6.4 | 69 | 5.7 | 178 | 6.3 | 348 | 6.6 |
| Career advancement | 18 | 5.4 | 57 | 7.0 | 46 | 7.0 | 49 | 6.7 | 152 | 6.9 | 52 | 7.0 | 59 | 6.3 | 64 | 5.9 | 175 | 6.3 | 345 | 6.5 |

^{a/} Based on a scale of 0-10; the higher the number, the more positive the rating.

Ratings of UNO

Respondents were also asked to indicate how strongly they agreed with a number of statements regarding the faculty, quality of students, teaching, athletic teams, and student services. One statement to which alumni were asked to respond was, "On the whole, I feel that during the years I attended UNO, it was a high quality school." The mean response rate for this item was 7.4, indicating moderate agreement. Graduates from the years 1977 and 1982 tended to respond with somewhat lower mean ratings than did graduates from previous years.

Respondents overall agreed (with a mean rating of 7.6) that during the years they attended UNO, the faculty were well qualified. However, graduates agreed less strongly (with a mean rating of 6.1) with the statement, "In my opinion, UNO is a stronger academic institution today than when I attended." (See Table 8.)

Quality of teaching at UNO was rated as above average with a mean rating of 7.5. Athletic teams, student services, and academic quality of students were rated slightly above average, with means of 6.1, 6.1, and 6.6, respectively.

Means calculated for the 1957-67 and 1972-82 groups are shown in Table 8. Means are similar for both groups.

TABLE 8
ALUMNI RATINGS OF UNO

| | No Year Given | | 1957 | | 1962 | | 1967 | | Mean Rating ^{a/} 1957-1967 | | 1972 | | 1977 | | 1982 | | 1972-1982 | | Total | |
|------------------------|---------------|-----------|------|-----------|------|-----------|------|-----------|--|-----------|------|-----------|------|-----------|------|-----------|-----------|-----------|-------|-----------|
| | No. | \bar{X} | No. | \bar{X} | No. | \bar{X} | No. | \bar{X} | No. | \bar{X} | No. | \bar{X} | No. | \bar{X} | No. | \bar{X} | No. | \bar{X} | No. | \bar{X} |
| Well qualified faculty | 17 | 8.0 | 62 | 8.1 | 50 | 7.6 | 49 | 7.7 | 161 | 7.8 | 51 | 7.5 | 61 | 7.4 | 73 | 7.2 | 185 | 7.4 | 363 | 7.6 |
| Quality of teaching | 17 | 8.2 | 44 | 7.7 | 41 | 7.5 | 43 | 7.7 | 128 | 7.6 | 52 | 7.6 | 60 | 7.3 | 73 | 7.4 | 185 | 7.4 | 330 | 7.5 |
| High quality school | 17 | 7.7 | 61 | 7.7 | 50 | 7.6 | 49 | 7.6 | 160 | 7.6 | 51 | 7.6 | 61 | 7.0 | 73 | 7.0 | 185 | 7.2 | 362 | 7.4 |
| Quality of students | 17 | 7.3 | 40 | 7.2 | 38 | 6.3 | 43 | 6.8 | 121 | 6.8 | 51 | 6.8 | 59 | 6.1 | 73 | 6.5 | 183 | 6.5 | 321 | 6.6 |
| Stronger today | 17 | 6.5 | 49 | 6.7 | 46 | 6.5 | 41 | 6.9 | 136 | 6.7 | 46 | 6.3 | 57 | 5.6 | 70 | 5.3 | 173 | 5.6 | 326 | 6.1 |
| Athletic teams | 16 | 6.1 | 43 | 6.6 | 38 | 5.7 | 42 | 5.6 | 123 | 6.0 | 48 | 6.2 | 56 | 6.2 | 69 | 6.1 | 173 | 6.1 | 312 | 6.1 |
| Student services | 17 | 6.0 | 39 | 6.5 | 37 | 6.2 | 42 | 6.2 | 118 | 6.3 | 48 | 6.1 | 59 | 5.8 | 72 | 6.2 | 179 | 6.0 | 314 | 6.1 |

^{a/} Based on a scale of 0-10; the higher the number, the higher the rating.

Importance of Programs and Educational Emphases

Table 9 illustrates how respondents rated the importance of various programs and areas of educational emphasis to UNO today. Academic excellence received the highest mean rating, 8.8. Adult or continuing education, undergraduate education, graduate education, and career counseling/development also received mean ratings of 8 or above, indicating that respondents thought these were among the most important programs of UNO.

Scholarships, loans, and student aid received the next highest mean rating of 7.7 followed by a 7.2 mean rating in the area of community service in Nebraska. Scientific

TABLE 9

ALUMNI PERCEPTIONS OF IMPORTANCE OF VARIOUS PROGRAMS,
EDUCATIONAL EMPHASES AT UNO

| | Number ^{a/} | Mean Rating ^{b/} |
|---------------------------------------|----------------------|---------------------------|
| Academic excellence | 345 | 8.8 |
| Adult or continuing education | 343 | 8.5 |
| Graduate education | 340 | 8.2 |
| Undergraduate education | 338 | 8.1 |
| Career counseling/development | 341 | 8.0 |
| Scholarships, loans, student aid | 338 | 7.7 |
| Community service in Nebraska | 338 | 7.2 |
| Conferences on national issues | 338 | 6.8 |
| Scientific research | 340 | 6.7 |
| Performing arts | 343 | 6.7 |
| Free inquiry into controversial ideas | 334 | 6.4 |
| Sports | 343 | 6.1 |
| International studies | 339 | 6.1 |
| Sororities/fraternities | 340 | 4.0 |

^{a/} This refers to the number of persons who responded to the question, not the number who thought each item was important.

^{b/} Based on a scale of 0-10; the higher the number, the more positive the rating.

research, performing arts, conferences on national issues, free inquiry into controversial ideas, sports, and international studies received mean ratings of above 6, indicating that respondents saw these programs and areas of emphasis as being somewhat important to UNO. Sororities and fraternities received the lowest mean rating, 4.0.

Pride in UNO

Items regarding alumni pride in UNO are shown in Table 10. When alumni were asked to rate how proud they were to tell relatives, friends, and acquaintances they attended UNO, the mean rating was 7.2. A similar mean rating (7.3) was found on the question asking how likely alumni would be to recommend UNO to others. They also agreed moderately (mean rating of 7.4) with the statement, "UNO is a university that deserves the support of its alumni."

Means for the two groups (1957-67 and 1972-82) are similar.

Information Sources/Alumni Association

Alumni have access to several sources of information concerning UNO. Ratings of the importance of these sources appear in Table 11. UNO publications received the highest mean rating, 6.2, indicating these were somewhat important sources. News media coverage was also rated as a somewhat important source with a mean of 5.3. Other possible information sources, such as personal contacts with staff,

TABLE 10

ALUMNI PRIDE IN UNO

| | No Year Given | | 1957 | | 1962 | | 1967 | | Mean Rating ^{a/} | | 1972 | | 1977 | | 1982 | | 1972-1982 | | Total | |
|---|---------------|-----------|------|-----------|------|-----------|------|-----------|---------------------------|-----------|------|-----------|------|-----------|------|-----------|-----------|-----------|-------|-----------|
| | No. | \bar{X} | No. | \bar{X} | No. | \bar{X} | No. | \bar{X} | No. | \bar{X} | No. | \bar{X} | No. | \bar{X} | No. | \bar{X} | No. | \bar{X} | No. | \bar{X} |
| UNO deserves support of alumni | 17 | 7.5 | 57 | 7.6 | 49 | 7.3 | 48 | 7.6 | 154 | 7.5 | 51 | 7.3 | 61 | 7.0 | 72 | 7.5 | 184 | 7.3 | 355 | 7.4 |
| How likely to recommend UNO to others | 18 | 6.7 | 61 | 7.6 | 50 | 7.5 | 49 | 7.1 | 160 | 7.4 | 52 | 7.4 | 60 | 6.9 | 71 | 7.2 | 183 | 7.2 | 361 | 7.3 |
| How proud to tell others about UNO degrees | 18 | 6.8 | 61 | 7.6 | 50 | 7.5 | 49 | 7.2 | 160 | 7.5 | 52 | 7.2 | 60 | 6.9 | 73 | 6.9 | 185 | 7.0 | 363 | 7.2 |

^{a/} Based on a scale of 0-10; the higher the number, the more positive the rating.

faculty, students, alumni, and KVNO radio station received lower than average ratings.

More than 90 percent of the respondents said they received Alumni Association publications, and 34.2 percent reported they received other UNO publications. (See Table 12.)

Alumni were also asked to indicate their interest in various topics that may appear in alumni publications. Respondents indicated that they were most interested in information on courses offered at UNO, curriculum changes, and accomplishments of individual alumni. (See Table 13.)

TABLE 11

SOURCES OF INFORMATION ABOUT UNO

| | Number ^{a/} | Importance of Source (Mean Rating) ^{b/} |
|---|----------------------|---|
| UNO publications | 353 | 6.2 |
| News media coverage | 350 | 5.3 |
| Personal contacts with staff, faculty, students | 348 | 4.4 |
| Personal contacts with other alumni | 347 | 3.7 |
| KVNO | 340 | 2.5 |

^{a/} This refers to the total number of persons who responded to the question, not the number who had contacts with staff, listened to KVNO, etc.

^{b/} Based on a scale of 0-10; the higher the number, the more positive the rating.

TABLE 12

ALUMNI ASSOCIATION

| | Number | Percent |
|---|--------|---------|
| Receive Alumni Association publications | 329 | 90.9 |
| Receive other UNO publications | 123 | 34.2 |
| Participated actively in Alumni Association | 12 | 3.3 |

TABLE 13

INTEREST IN ALUMNI NEWSLETTER TOPICS

| | Number | Degree of Interest (Mean Rating) ^{a/} |
|---|--------|---|
| Information on courses offered at UNO | 354 | 6.2 |
| Accomplishments of individual alumni | 352 | 6.1 |
| College curriculum (new courses, changes) | 353 | 6.1 |
| Career Information | 348 | 5.6 |
| Non-degree lectures, seminars, etc. | 353 | 5.6 |
| Cultural activities on campus | 352 | 5.5 |
| Goals and policies of college | 351 | 5.5 |
| College/community relations activities | 350 | 5.4 |
| Coming events on campus | 353 | 5.4 |
| Faculty briefs (books, grants, etc.) | 349 | 5.2 |
| Sports | 351 | 5.1 |
| Student news | 348 | 4.6 |
| Alumni social functions | 350 | 4.4 |
| Class notes (weddings, births, etc.) | 348 | 4.4 |
| Fund raising news | 351 | 4.3 |
| Other | 193 | 3.9 |

^{a/}Based on a scale of 0-10; the higher the number, the more positive the rating.

SUMMARY

The data indicate continued involvement of alumni with UNO with more than one-half of the respondents visiting the campus within the past year and 44 percent having at some time made contributions to fund drives. One possible explanation for this is that the more active alumni chose to respond to the survey. Thus, caution should be exercised in generalizing from these results to the larger alumni population.

Respondents indicated their primary reasons for attending UNO were location, economic reasons, and specific program offerings. These alumni gave above average ratings

to the importance of UNO in shaping their later lives and of the benefits of their UNO educations proving beneficial to them. They also reported that their UNO educations had been somewhat helpful in acquiring their first jobs as well as in career advancement.

Mean ratings were above average in the areas of quality of teaching, athletic teams, student services, and academic quality of students. Alumni also indicated moderate agreement that UNO is a high quality school with well qualified faculty.

When asked to rate the current importance of various programs and areas of educational emphasis at UNO, academic excellence, adult/continuing education, graduate education, undergraduate education, and career counseling/development received the highest mean ratings.

Respondents indicated pride in telling others they had attended UNO and were likely to recommend UNO to other prospective students.

APPENDIX

TABLE A
 SUGGESTIONS FOR IMPROVING UNO
 N = 113^{a/}

| | Number |
|---|--------|
| Improve scheduling, course offerings, internships | 20 |
| Improve parking | 19 |
| Positive comment on UNO's quality | 10 |
| Improve admissions standards, image | 10 |
| Increase faculty salaries | 9 |
| Provide on-campus student housing | 7 |
| Improve registration | 6 |
| Miscellaneous ^{b/} | 65 |

^{a/}Some persons gave more than one comment or suggestion. Thus the total number of suggestions exceeds 113.

^{b/}This category includes comments made by 5 or fewer persons.