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Survey of UNO Alumni

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Survey of UNO Alumni

by

Karla Dorsey, Jyothi Aranha, and Vincent Webb

June 1986



Center for Applied Urban Research
College of Public Affairs and Community Service
University of Nebraska at Omaha



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INTRODUCTION

The purpose of this study was to obtain information from University of Nebraska at Omaha (UNO) alumni regarding their perceptions of various characteristics of the university. Alumni were asked to indicate 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 also gathered information on alumni pride in UNO and about alumni participation in continuing education programs.

RESEARCH METHODS

The data referred to in this study were based on a survey mailed out in April 1986. A random sample of 1,504 alumni was drawn from UNO graduates from the years 1983, 1984, and 1985. Alumni names and addresses were provided by the UNO Alumni Office. Questionnaires were returned by 583 persons, establishing a response rate of 38.7 percent. While response rates to mail surveys can vary widely, a response rate of this size is considered to be good. Nearly 40 percent 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.

As shown in table 1, response rates varied for different graduation years, with 1984 graduates having the highest response rate (41.2 percent).

Table 1

Respondents as a Percentage of Graduating Class, 1983-85

Year	Number of Graduates	Number in Sample	Number of Respondents	Response Rate (%)	Respondents as a Percentage of All Alumni for That Year
1983	1,503	495	181	36.6	12.0
1984	1,650	490	202	41.2	12.2
1985	<u>1,642</u>	<u>519</u>	<u>200</u>	38.5	12.2
Total	4,795	1,504	583	38.7	12.2

SURVEY RESULTS

Characteristics of Respondents

Table 2 shows that most of the survey respondents were female (56.9). Over 52 percent (52.1) of the respondents were under the age of 30, nearly 33 percent (33.7) of the respondents were between the ages of 31 and 39, and about 3 percent (2.6) of the respondents were between the ages of 50 and 59. Almost 23 percent (22.9) of the respondents reported an annual household income of \$20,000-\$29,000, and 19 percent (19.5) reported annual household incomes of \$30,000-\$39,000.

Table 2
Characteristics of Respondents

Characteristic	Number ¹	Percent ²
Sex:		
Male	251	43.1
Female	331	56.9
Total	582	100.0
Age:		
Under 30	303	52.1
31-39	196	33.7
40-49	68	11.7
50-59	15	2.6
60+	0	0
Total	582	100.1
Annual household income:		
Less than \$10,000	29	5.2
\$10,000-\$19,000	99	17.9
\$20,000-\$29,000	127	22.9
\$30,000-\$39,000	108	19.5
\$40,000-\$49,000	85	15.3
\$50,000-\$59,000	45	8.1
\$60,000-\$69,000	25	4.5
\$70,000+	36	6.5
Total	554	99.9
Age at which respondent received first degree:		
Under 21	22	3.8
22-24	201	34.7
25-27	100	17.3
28-30	75	13.0
31-39	122	21.1
40-49	49	8.5
50-59	10	1.7
60+	0	0
Total	579	100.1
Occupation:		
Professional	377	66.4
Manager, administrator	58	10.2
Sales worker	39	6.9
Clerical worker	19	3.3
Craftsperson	3	.5
Operative	2	.4
Laborer	3	.5
Farm laborer	2	.4
Service worker	7	1.2
Retired	3	.5
Homemaker	19	3.3
Student/unemployed	36	6.3
Total	568	99.9

¹Does not total 583 due to nonresponses.

²May not total 100 percent due to rounding.

Nearly 35 percent (34.7) of the respondents obtained their first degrees when they were between the ages of 22 and 24. About 21 percent (21.1) received their first degrees when they were between the ages of 31 and 39. Of the 583 respondents, over 66 percent (66.4) were employed in professional occupations and about 10 percent (10.2) were employed as managers or administrators.

About 74 percent of the respondents (470) received bachelor's degrees, while about 24 percent (155) earned master's degrees, and about 2 percent (12) received specialist's degrees (table 3).

Most of the respondents earned their degrees from the College of Arts and Sciences (N = 141) or the College of Business Administration (N = 134).

Table 3
Characteristics of Respondents' Degrees

Item	Number ¹	Percent ²
Type of degree received:		
Bachelor's	470	73.8
Master's	155	24.3
Specialist's	12	1.9
Total	<u>637</u>	<u>100.0</u>
College which awarded degree:		
College of Arts and Sciences	141	23.4
College of Continuing Education	78	12.9
College of Education	92	15.3
College of Fine Arts	10	1.7
College of Business Administration	134	22.2
College of Public Affairs and Community Service	65	10.8
College of Engineering	22	3.6
Graduate College	60	9.9
Total	<u>602</u>	<u>99.9</u>

¹Some respondents received more than one degree from UNO, therefore, the total exceeds 583.

²May not total 100 percent due to rounding.

Employment

Table 4 indicates that most of the respondents (72.9 percent) who earned degrees from UNO reported that they were employed in a field related to their academic major. Conversely, just over one-fourth (27.1 percent) of the respondents reported that they were not employed in a field related to their academic major.

Table 4

Employment of Respondents

Employment	Number ¹	Percent
Employed in a field related to academic major	411	72.9
Not employed in a field related to academic major	<u>153</u>	<u>27.1</u>
Total	564	100.0

¹Does not total 583 due to nonresponses.

Alumni Participation in Educational Programs at UNO

Table 5 includes data on alumni participation in educational programs at UNO since their graduation. Close to 16 percent (16.3) of the alumni participated in noncredit, continuing education programs. More than 21 percent (21.4) of the alumni enrolled in graduate courses, and almost 14 percent (13.9) enrolled in additional undergraduate courses.

Table 5

Alumni Participation in Educational Programs at UNO Since Graduation

Type of Program	Number	Percent
Noncredit, continuing education programs:		
Participated	95	16.3
Did not participate	488	83.7
Total	<u>583</u>	<u>100.0</u>
Graduate studies:		
Participated	125	21.4
Did not participate	458	78.6
Total	<u>583</u>	<u>100.0</u>
Additional undergraduate courses:		
Participated	81	13.9
Did not participate	502	86.1
Total	<u>583</u>	<u>100.0</u>

Reason for Attending UNO

Almost 92 percent (91.9) of the respondents indicated that they attended UNO because of its convenient location (table 6). Just under 75 percent (74.3) of the respondents indicated that one of their reasons for attending UNO was economic. Other reasons respondents stated for attending UNO included: 50.4 percent (294) because a specific program was offered, 45.5 percent (265) because of academic quality, and 42.7 percent (249) because of the convenient scheduling of classes.

Table 6

Reasons Respondents Attended UNO

Reason	Number of Respondents	Percentage of Respondents
Economic	433	74.3
Location	536	91.9
Academic quality	265	45.5
A specific program was offered	294	50.4
It was recommended by others	129	22.1
Availability of financial aid	129	22.1
Convenient schedule of classes	249	42.7
Other	64	11.0

Suggestions for Improving UNO

Table 7 lists suggestions alumni made for improving UNO. Increasing faculty salaries was suggested by 61 respondents, and 41 alumni suggested improving course offerings. Twenty-three alumni suggested that UNO improve its image. Parking (N = 16), scheduling (N = 12), on-campus housing (N = 12), improving counseling (N = 11), improving internship offerings (N = 4), and improving registration (N = 4) were other suggestions given by the alumni.

Table 7

Suggestions for Improving UNO

Suggestion	Number ¹ (N = 223)
Improve class scheduling	12
Improve course offering	41
Improve internship offering	4
Improve the parking	16
Improve admission standards	9
Improve UNO's image	23
Increase faculty salary	61
Provide on-campus housing	12
Improve registration	4
Miscellaneous	25
Improve counseling	11

¹Sixty-two respondents gave more than one suggestion and 293 respondents gave no suggestions for improving UNO.

Importance of UNO Education for Career

Alumni were asked to gauge the importance of their educations at UNO to various aspects of their careers.

A 10-point scale, ranging from not helpful (1) to very helpful (10), was used. A score of 5 is considered an average rating, a score greater than 5 is considered above average, and a score of 9 or 10 is considered a very positive rating. Mean data (the average position on the scale of all the responses to a given item) are often useful in reporting responses to questions employing scales or ranking devices.

Table 8 shows mean ratings in response to the question "How important would you say your UNO education has been to your career?" (a) in getting your first position and (b) in career advancement were 7.6 and 7.1 respectively and indicate above-average responses.

Table 8
Importance of UNO Education for Career

Item	Not Helpful				Somewhat Helpful										Very Helpful				Total (N) ¹	Total (\$) ²	(Mean) \bar{x}		
	1 (N)	2 (\$)	3 (N)	4 (\$)	5 (N)	6 (\$)	7 (N)	8 (\$)	9 (N)	10 (\$)	11 (N)	12 (\$)	13 (N)	14 (\$)	15 (N)	16 (\$)	17 (N)	18 (\$)				19 (N)	20 (\$)
Helpful in getting first position	20	5.1	3	0.8	13	3.3	6	1.5	33	8.4	36	9.1	43	10.9	54	13.7	60	15.2	127	32.2	395	100.2	7.6
Helpful in career advancement	17	4.1	11	2.7	18	4.4	9	2.2	45	10.9	51	12.4	37	9.0	75	18.2	61	14.8	87	21.2	411	99.9	7.1

¹Does not total 583 due to nonresponses.

²Does not total 100 percent due to rounding.

Pride in UNO

Data on alumni pride in UNO are shown in table 9. We asked the alumni to indicate on a scale of 1 to 10 how proud they were to tell others they had attended UNO. The mean rating was 7.1. Respondents were also asked to rate how likely they would be to recommend UNO to others. This question received a mean rating of 7.4.

Table 9
Respondents Pride In UNO

Item	Not Proud				Somewhat Proud										Very Proud				Total (N) ¹	Total (\$) ²	(Mean) \bar{x}		
	1 (N)	2 (\$)	3 (N)	4 (\$)	5 (N)	6 (\$)	7 (N)	8 (\$)	9 (N)	10 (\$)	11 (N)	12 (\$)	13 (N)	14 (\$)	15 (N)	16 (\$)	17 (N)	18 (\$)				19 (N)	20 (\$)
Proud to tell others you attended UNO	2	0.3	14	2.4	20	3.4	25	4.3	48	8.3	93	16.0	84	14.5	125	21.6	91	15.7	78	13.4	502	99.9	7.1
Would recommend UNO to others	9	1.6	8	1.4	12	2.1	24	4.2	31	5.4	78	13.6	91	15.9	119	20.7	105	18.3	97	16.9	574	100.1	7.4

¹Does not total 583 due to nonresponses.

²Does not total 100 percent due to rounding.

Feelings About UNO

Respondents were asked to indicate how strongly they agreed with a number of statements regarding the qualifications of the faculty, quality of the education they received, benefit of UNO to life, and overall quality of UNO (table 10). Alumni were asked to respond to the following statement, "On the whole, I feel that during the years I attended UNO, it was a high quality school." The mean response rate was 7.5, indicating slightly positive agreement.

Respondents agreed overall (with a mean rating of 7.5) that during the years they attended UNO, the faculty were well qualified. Respondents generally agreed with the statements, "I feel that I received a good education at UNO" (\bar{x} 7.9), and "The education I gained while at UNO is still proving beneficial to me in my life" (\bar{x} = 7.9).

Table 10

Alumni Feelings About UNO

Item	Disagree Strongly				Neutral										Agree Strongly				Total		(Mean) \bar{x}		
	1		2		3		4		5		6		7		8		9		10			(N) ¹	(%) ²
	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	
Quality of UNO	2	.3	6	1.0	15	2.6	17	2.9	24	4.2	65	11.2	93	16.1	177	30.6	15	19.9	64	11.1	578	99.9	7.5
Qualifications of the faculty	3	.5	5	.9	10	1.7	22	3.8	33	5.7	55	9.5	107	18.5	156	26.9	141	24.4	47	8.1	579	100.0	7.5
Quality of education received	2	.3	3	.5	11	1.9	18	3.1	26	4.5	38	6.6	66	11.4	152	26.3	182	31.5	80	13.8	578	99.9	7.9
Benefit of UNO to life	2	.3	9	1.6	15	2.6	15	2.6	23	4.0	42	7.3	75	13.1	123	21.5	154	26.9	115	20.1	573	100.0	7.9

¹Does not total 583 due to nonresponses.

²May not total 100 percent due to rounding.

Importance of Activities, Programs, and Educational Areas to UNO

Table 11 illustrates how respondents rated the importance of various activities, programs, and educational areas to UNO. Academic excellence received the highest mean rating, 8.8. Adult continuing education ($\bar{x} = 8.3$); graduate education ($\bar{x} = 8.3$); undergraduate education ($\bar{x} = 8.2$); and scholarships, loans, and student aid ($\bar{x} = 8.1$) received the next highest mean ratings.

Career counseling ($\bar{x} = 7.8$), scholarly research ($\bar{x} = 7.2$), community service ($\bar{x} = 7.2$), and free inquiry into controversial ideas ($\bar{x} = 7.0$) were ranked next in importance.

Conferences/seminars ($\bar{x} = 6.9$), performing arts ($\bar{x} = 6.6$), international studies ($\bar{x} = 6.3$), and intercollegiate athletics ($\bar{x} = 6.1$), were regarded as less important. While sororities and fraternities received the lowest mean rating, 4.5.

Table 11

Alumni Ratings of the Importance of Activities, Programs, and Educational Areas to UNO

Activities/ Programs	Not At All Important						Somewhat Important						Very Important						Total				
	1 (N)	2 (%)	(N)	3 (%)	(N)	4 (%)	5 (N)	6 (%)	(N)	7 (%)	(N)	8 (%)	9 (N)	10 (%)	(N)	10 ¹ (%)	(N)	10 ² (%)	(N)	(%) ²	(Mean) \bar{x}		
Conducting scholarly research	6	1.0	5	.9	29	5.1	21	3.7	57	9.9	86	15.0	85	14.8	103	17.9	90	15.7	92	16.0	574	100.0	7.2
Performing arts	6	1.1	14	2.5	35	6.1	30	5.3	75	13.1	86	15.1	112	19.6	122	21.4	46	8.1	45	7.9	571	100.2	6.6
Academic excellence	0	.0	4	.7	6	1.0	4	.7	25	4.3	23	4.0	34	5.9	67	11.6	101	17.4	315	54.4	579	100.0	8.8
Intercollegiate athletics	16	2.9	24	4.4	42	7.6	42	7.6	92	16.7	75	13.6	85	15.4	76	13.8	52	9.4	47	8.5	551	99.9	6.1
International studies program	9	1.6	1.9	3.4	31	5.5	37	6.6	100	17.9	93	16.6	90	16.1	93	16.6	43	7.7	45	8.0	560	100.0	6.3
Adult continuing education	0	.0	4	.7	6	1.0	9	1.6	26	4.5	36	6.3	67	11.7	125	21.8	122	21.3	179	31.2	574	100.1	8.3
Conferences/seminars	4	.7	8	1.4	26	4.6	29	5.1	76	13.4	70	12.3	99	17.5	107	18.9	75	13.2	73	12.9	567	100.0	6.9
Free inquiry into controversial ideas	12	2.1	10	1.8	28	5.0	28	5.0	84	15.0	57	10.2	75	13.4	89	15.9	69	12.3	107	19.1	559	99.8	7.0
Scholarships/loans/student aid	6	1.1	4	.7	9	1.6	17	3.0	38	6.7	50	8.8	58	10.2	85	15.0	89	15.7	212	37.3	568	100.1	8.1
Sororities/fraternities	63	13.2	51	10.6	62	12.9	59	12.3	76	15.9	66	13.8	46	9.6	23	4.8	15	3.1	18	3.8	479	100.0	4.5
Undergraduate education	2	.3	3	.5	8	1.4	14	2.4	39	6.8	33	5.8	64	11.2	96	16.8	115	20.1	198	34.6	572	99.9	8.2
Graduate education program	1	.2	2	.4	9	1.6	12	2.1	31	5.5	35	6.2	64	11.4	88	15.7	117	20.8	203	36.1	562	100.0	8.3
Career counseling	4	.7	15	2.6	13	2.3	14	2.5	36	6.3	51	9.0	64	11.3	112	19.7	83	14.6	176	31.0	568	100.0	7.8
Community service	4	.7	7	1.2	21	3.7	20	3.5	62	11.0	70	12.4	101	17.9	110	19.5	82	14.5	87	15.4	564	99.8	7.2

¹Does not total 583 due to nonresponses.

²May not total 100 percent due to rounding.

Quality of UNO

Respondents were asked to rate the quality of UNO in several areas. A 10-point scale, ranging from very high (10) to very low (1), was used (table 12). The respondent's own field of study received the highest mean rating ($\bar{x} = 7.8$), followed by professional programs ($\bar{x} = 7.5$), and teaching and overall academic programs ($\bar{x} = 7.3$), and general education ($\bar{x} = 7.1$).

Developing the ability to think and developing the ability to enjoy a higher quality of life received mean ratings of 7.0. The average rating of the academic ability of students was 6.8, and developing the ability to be a better citizen received an average rating of 6.4.

Table 12

Alumni Ratings of Quality of UNO

Item	Very Low 1		2		3		4		Average 5		6		7		8		Very High 9		10		Total		(Mean) \bar{x}
	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%) ¹	
Teaching	2	.3	4	.7	16	2.8	15	2.6	50	8.7	58	10.0	103	17.8	168	29.1	128	22.1	34	5.9	578	100.0	7.3
Academic ability of students	4	.7	2	.3	18	3.1	24	4.1	68	11.7	98	16.9	151	26.1	133	23.0	59	10.2	22	3.8	579	99.9	6.8
General education	4	.7	2	.7	15	2.7	8	1.5	69	12.6	83	15.2	112	20.5	135	24.7	77	14.1	41	7.5	547	100.2	7.1
Ability to think	2	.4	14	2.5	21	3.7	20	3.5	48	8.4	79	13.8	133	23.3	142	24.9	77	13.5	35	6.1	571	100.1	7.0
Ability to be better citizen	7	1.2	15	2.7	33	5.8	36	6.4	91	16.1	85	15.0	112	19.8	107	18.9	49	8.7	30	5.3	565	99.9	6.4
Develop ability to enjoy a higher quality of life	2	.3	13	2.3	16	2.8	26	4.5	62	10.8	78	13.6	123	21.5	125	21.9	75	13.1	52	9.1	572	99.9	7.0
Professional programs	2	.4	1	.2	14	2.6	10	1.9	48	8.9	46	8.6	101	18.8	147	27.3	103	19.1	66	12.3	538	100.1	7.5
Own field of study	2	.3	13	2.3	11	1.9	14	2.4	29	5.0	45	7.8	71	12.3	141	24.5	148	25.7	101	17.6	575	99.8	7.8
Overall academic programs	1	.2	4	.7	10	1.7	18	3.1	54	9.4	50	8.7	123	21.4	171	29.7	111	19.3	34	5.9	576	100.1	7.3

¹Does not total 583 due to nonresponses.

²May not total 100 percent due to rounding.

Rating of UNO Services

Alumni were asked to rate the quality of services they received from various UNO divisions (table 13). Average ratings of services ranged from 5.6 to 8.2. UNO's recreational facilities received the highest average rating (8.2), followed by campus recreation programs (7.3). The registrars office ($\bar{x} = 6.6$), financial aid assistance ($\bar{x} = 6.5$), student part-time employment ($\bar{x} = 6.4$), the learning center ($\bar{x} = 6.1$), career placement ($\bar{x} = 6.0$), and academic advising ($\bar{x} = 6.0$) received the next highest average ratings. Campus security ($\bar{x} = 5.7$) and personal counseling ($\bar{x} = 5.6$) were rated slightly above average by the respondents.

Table 13

Alumni Ratings of UNO Services

Item	Very low		Average										Very High			Total		(Mean) \bar{x}					
	1	2	3	4	5	6	7	8	9	10	(%) ¹	(%) ²											
	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	(N)	(%)	
Academic advising	29	5.8	33	6.6	41	8.2	27	5.4	63	12.5	63	12.5	69	13.7	82	16.3	52	10.3	44	8.7	503	100.0	6.0
Personal counseling	25	7.1	29	8.2	29	8.2	22	6.3	64	18.2	39	11.1	43	12.2	49	13.9	29	8.2	23	6.5	352	99.9	5.6
Campus security	25	5.5	36	7.9	37	8.1	27	5.9	98	21.5	49	10.8	66	14.5	51	11.2	36	7.9	30	6.6	455	99.9	5.7
Recreational facilities	3	.7	4	.9	6	1.4	10	2.3	25	5.8	20	4.7	43	10.0	83	19.3	106	24.7	129	30.1	429	99.9	8.2
Campus recreation	5	1.8	4	1.4	8	2.9	13	4.7	21	7.6	36	13.0	37	13.4	66	23.8	41	14.8	46	16.6	277	100.0	7.3
Learning center	6	3.6	7	4.2	7	4.2	9	5.5	28	17.0	34	20.6	27	16.4	28	17.0	8	4.8	11	6.7	165	100.0	6.1
Career placement office	27	7.9	19	5.5	20	5.8	30	8.7	40	11.7	39	11.4	44	12.8	50	14.6	39	11.4	35	10.2	343	100.0	6.0
Student part-time employment	8	3.5	11	4.8	13	5.7	9	4.0	36	15.9	24	10.6	43	18.9	38	16.7	25	11.0	20	8.8	227	99.9	6.4
Registrar's office	18	3.2	26	4.6	27	4.8	31	5.5	73	12.9	69	12.2	88	15.5	101	17.8	67	11.8	66	11.7	566	100.0	6.6
Financial aid assistance	15	4.8	15	4.8	21	6.7	11	3.5	42	13.3	35	11.1	46	14.6	57	18.1	32	10.2	41	13.0	315	100.1	6.5

¹Does not total 583 due to nonresponses; many respondents did not use the services.

²May not total 100 percent due to rounding.

SUMMARY

Economic reasons, convenience of location, and specific program offerings were the primary reasons given by alumni for attending UNO. Above-average ratings were given by alumni when they were asked to assess the impact of UNO on their careers. Similar ratings were given by alumni in response to a series of items on the value and quality of the educations they received.

The alumni also gave above-average ratings when they were asked to rate UNO in several areas. Their own field of study, UNO's professional programs, the quality of teaching, and UNO's overall academic programs received the highest ratings.

Alumni also gave favorable ratings to UNO services. Recreational facilities and programs were the most highly rated service areas.

The alumni offered several suggestions for improving UNO. Increasing faculty salaries and improving class scheduling were the most frequently mentioned suggestions.

APPENDIX

Survey of UNO Alumni

1. Please indicate the type of degree(s) you received and the year(s) you graduated from UNO.

A. Type of degree	B. Year(s)
Bachelor's	1. _____
Master's	2. _____
Specialist's	3. _____

2. Please indicate the college(s) from which you received your degree(s) at UNO.

	(1) Bachelor's	(2) Master's	(3) Specialist's
a. College of Arts and Sciences	_____	_____	_____
b. College of Continuing Education	_____	_____	_____
c. College of Education	_____	_____	_____
d. College of Fine Arts	_____	_____	_____
e. College of Business Administration	_____	_____	_____
f. College of Public Affairs and Community Service (CPACS)	_____	_____	_____
g. Graduate College	_____	_____	_____
h. Not sure	_____	_____	_____

3. A. Please list your major for all undergraduate degrees that you received from UNO.

_____	_____
_____	_____
_____	_____

B. Please list your major for all graduate degrees that you received from UNO.

_____	_____
_____	_____
_____	_____

4. Think about your years at UNO. Please indicate how important what you learned at UNO was in helping to shape your later life. Answer by circling the appropriate number on the zero-to-10 rating scale. The higher the number, the more important what you learned at UNO has been to your life.

What was Learned Has Been Very Important to My Life	What was Learned Has Been Somewhat Important to My Life	What was Learned Has Been Not at all Important to My Life
10	9 8 7 6 5 4 3	2 1 0

5. By circling the appropriate number on the scale, please indicate how proud you are to tell relatives, friends, and acquaintances that you attended UNO.

Very Proud	Somewhat Proud	Not at all Proud
10	9 8 7 6 5 4 3	2 1 0

6. Again using the scale, how likely would you be to recommend UNO to a relative, friend, or acquaintance?

Very Likely to Recommend				Somewhat Likely to Recommend					Not at all Likely to Recommend	
10	9	8	7	6	5	4	3	2	1	0

7. The following are some statements that might or might not apply to how you feel about UNO. For each, please indicate how strongly you agree or disagree by circling the appropriate number on the scale.

a. On the whole, I feel that during the years I attended UNO, it was a high quality university.

Agree Strongly				Neutral					Disagree Strongly	
10	9	8	7	6	5	4	3	2	1	0

b. On the whole, I feel that during the years I attended UNO, the faculty were well-qualified.

10	9	8	7	6	5	4	3	2	1	0
----	---	---	---	---	---	---	---	---	---	---

c. I feel that I have received a good education at UNO.

10	9	8	7	6	5	4	3	2	1	0
----	---	---	---	---	---	---	---	---	---	---

d. The education I gained while at UNO is still proving beneficial to me in my life.

10	9	8	7	6	5	4	3	2	1	0
----	---	---	---	---	---	---	---	---	---	---

8. Any suggestions or comments about improving UNO?

9. Please rate the following items in regard to how important you think each item is to UNO by circling the appropriate number on the scale.

	Very Important	Somewhat Important	Not at all Important								
a. Conducting scholarly research	_____										
	10	9	8	7	6	5	4	3	2	1	0
b. Performing arts (theater, dance, concerts) programs for the public	_____										
	10	9	8	7	6	5	4	3	2	1	0
c. Academic excellence	_____										
	10	9	8	7	6	5	4	3	2	1	0
d. Intercollegiate athletics	_____										
	10	9	8	7	6	5	4	3	2	1	0
e. International studies program	_____										
	10	9	8	7	6	5	4	3	2	1	0
f. Adult or continuing education	_____										
	10	9	8	7	6	5	4	3	2	1	0
g. Conferences or seminars on national issues	_____										
	10	9	8	7	6	5	4	3	2	1	0
h. Free inquiry into controversial ideas	_____										
	10	9	8	7	6	5	4	3	2	1	0
i. Scholarships, loans, and student aid programs	_____										
	10	9	8	7	6	5	4	3	2	1	0
j. Sororities and fraternities	_____										
	10	9	8	7	6	5	4	3	2	1	0
k. Undergraduate education programs	_____										
	10	9	8	7	6	5	4	3	2	1	0
l. Graduate education programs	_____										
	10	9	8	7	6	5	4	3	2	1	0
m. Providing career counseling and development assistance	_____										
	10	9	8	7	6	5	4	3	2	1	0
n. Community service (to Nebraska communities)	_____										
	10	9	8	7	6	5	4	3	2	1	0

10. Overall, how would you rate the quality of UNO in each of the following areas? (Please circle appropriate number.)

	Very High						Average						Very Low
a. Teaching	<hr/>												
	10	9	8	7	6	5	4	3	2	1	0		
b. Academic ability of students	<hr/>												
	10	9	8	7	6	5	4	3	2	1	0		
c. General education (e.g., general degree requirements in such subjects as social sciences, natural sciences, humanities, etc.)	<hr/>												
	10	9	8	7	6	5	4	3	2	1	0		
d. Developing the ability to think critically and solve problems	<hr/>												
	10	9	8	7	6	5	4	3	2	1	0		
e. Developing the ability to be a better citizen	<hr/>												
	10	9	8	7	6	5	4	3	2	1	0		
f. Developing the ability to enjoy a higher quality of life	<hr/>												
	10	9	8	7	6	5	4	3	2	1	0		
g. Professional programs (Education, Business Administration, Public Administration)	<hr/>												
	10	9	8	7	6	5	4	3	2	1	0		
h. Your major field of study	<hr/>												
	10	9	8	7	6	5	4	3	2	1	0		
i. Overall academic program	<hr/>												
	10	9	8	7	6	5	4	3	2	1	0		

11. Please rate the quality of service you received from the following UNO divisions.

	Very High			Average				Very Low			Didn't Use	
	10	9	8	7	6	5	4	3	2	1	0	
a. Academic Advising	10	9	8	7	6	5	4	3	2	1	0	D.U.
b. Personal and/or Vocational Counseling	10	9	8	7	6	5	4	3	2	1	0	D.U.
c. Campus Security (escort service, parking, etc.)	10	9	8	7	6	5	4	3	2	1	0	D.U.
d. Recreational Facilities (weight room, jogging track, gyms, pool, etc.)	10	9	8	7	6	5	4	3	2	1	0	D.U.
e. Campus Recreation (programs, intramurals, Outdoor Venture, etc.)	10	9	8	7	6	5	4	3	2	1	0	D.U.
f. Learning Center (tutoring, supplemental instruction, etc.)	10	9	8	7	6	5	4	3	2	1	0	D.U.
g. Career Placement Office	10	9	8	7	6	5	4	3	2	1	0	D.U.
h. Student Part-time Employment Office	10	9	8	7	6	5	4	3	2	1	0	D.U.
i. Registrar's Office (transcripts, graduation requirements, catalogs, etc.)	10	9	8	7	6	5	4	3	2	1	0	D.U.
j. Financial Aid Assistance	10	9	8	7	6	5	4	3	2	1	0	D.U.

12. How important would you say your UNO education has been to your career? (Please circle)

	Very Helpful			Somewhat Helpful				Not Helpful			Not Applicable	
	10	9	8	7	6	5	4	3	2	1	0	
a. Getting your first position	10	9	8	7	6	5	4	3	2	1	0	N.A.
b. Career advancement	10	9	8	7	6	5	4	3	2	1	0	N.A.

13. Please indicate if any of the following were reasons for your attending UNO.

	Yes	No
a. Economic reasons	1. _____	2. _____
b. Location	1. _____	2. _____
c. Academic quality	1. _____	2. _____
d. A specific program was offered	1. _____	2. _____
e. It was recommended by others	1. _____	2. _____
f. Availability of financial aid	1. _____	2. _____
g. Convenient schedule of classes	1. _____	2. _____
h. Other _____		

BACKGROUND INFORMATION

To help us interpret your answers to the previous questions, please tell us . . .

14. . . . if you are

1. _____ female
2. _____ male

15. A. . . . your approximate age

1. _____ Under 30
2. _____ 30-39
3. _____ 40-49
4. _____ 50-59
5. _____ 60 and over

B. . . . age at which you received your first degree from UNO

1. _____ 21 or under
2. _____ 22-24
3. _____ 25-27
4. _____ 28-30
5. _____ 31-39
6. _____ 40-49
7. _____ 50-59
8. _____ 60 and over

16. What is your primary occupation? _____

17. Are you employed in a field related to your academic degree? _____

18. Since your graduation have you participated in any of the following educational programs at UNO or elsewhere?

_____ Noncredit, continuing education programs

_____ Graduate study

_____ Additional undergraduate courses