

UWM Senior Survey 2014

A total of 1,909 students who applied for graduation for the Spring 2014 term responded to a survey that asked about issues ranging from overall satisfaction to instruction, advising, career preparation, food service and facilities among others. The majority, 81.5%, of respondents identified themselves as White, 16.2% identified themselves as a student of color, and 2.3% were either unknown or international.

In general, the graduating class of 2014 was satisfied with their experiences at UWM. When asked if they would choose UWM if they had to do it all over again, 87% responded that they definitely or probably would. This rate is similar to the responses found over the past five years.

Table 1 - If you had it to do all over again, would you choose to attend UWM?

Year	N	Definitely / Probably	Probably No / Definitely No
2014	1,909	87%	13%
2013	2,085	88%	12%
2012	2,021	87%	13%
2011	2,005	89%	11%
2010	1,906	89%	11%
2009	1,760	88%	12%
2008*			
2007	1,659	87%	13%
2006	1,636	86%	14%
2005	1,637	84%	16%
2004	1,125	86%	14%
2003	525	76%	24%
2002	1,375	81%	19%
2001	1,333	79%	21%

Almost two-thirds of all respondents (65%) indicated that UWM was their first choice. Given this response together with the overwhelming majority that would definitely or probably choose UWM again suggests high levels of satisfaction in the 2013 graduating class. Of those for whom UWM was their first choice, 91% would choose UWM again, while of those for whom UWM was not their first choice, 81% would choose UWM again.

In addition to the encouraging findings regarding overall satisfaction, many graduating seniors have a sense of commitment to and involvement with UWM at the end of their collegiate experience.

Table 2 - Do you have a sense of commitment to and involvement with UWM?

Year	N	Definitely / Probably	Probably No / Definitely No	No Opinion
2014	1,909	77%	23%	
2013	2,085	79%	21%	
2012	2,021	77%	23%	
2011	2,005	79%	21%	
2010	1,906	79%	21%	
2009	1,760	79%	21%	
2008*				
2007	1,677	72%	27%	1%
2006	1,636	69%	29%	2%
2005	1,637	64%	34%	<1%
2004	1,109	56%	44%	.
2003	522	32%	24%	26%
2002	1,377	36%	32%	32%
2001	1,329	37%	35%	28%

As shown in Table 3, in 2014, about two-thirds or more of the respondents within each ethnic group other than African-American, Multi-ethnic and American Indian/Alaskan Native (the latter with an N of 11) indicated that UWM was their first choice and over three-quarters of respondents reported they “definitely” or “probably” felt a sense of commitment to and involvement with UWM.

**Due to a data collection error, results for 2008 are not available.*

**Table 3 – 2014 Senior Survey
UWM 1st Choice/ Feel a Sense of Commitment/Involvement by Ethnicity**

Race/Ethnicity	# Respondents	1st Choice	Sense of Commitment (Definitely / Probably)
African American	69	52%	80%
Am Indian/Alas. Native	11	55%	91%
Southeast Asian American	62	71%	90%
Asian American	30	70%	77%
Latino/a	37	62%	86%
White	1,556	66%	76%
Multi-ethnic	99	51%	73%

In keeping with the high satisfaction rates, the vast majority of graduating seniors report that they would choose UWM again. The rate is consistently over the 70 percent range and is closer to 80 percent for most ethnic groups in 2014.

Table 4 - If you had it to do all over again, would you choose to attend UWM?

Ethnicity	2014		2013		2012	
	N	Definitely/ Probably	N	Definitely/ Probably	N	Definitely/ Probably
African American	69	84%	102	90%	67	88%
Am Indian/Ala. Native	11	100%	8	88%	6	83%
Southeast Asian American	62	89%	50	92%	36	100%
Asian American	30	80%	42	93%	33	85%
Latino/a	37	95%	47	87%	29	90%
White	1,556	87%	1,685	88%	1,716	89%
Multi-ethnic	99	86%	113	85%	96	86%

An overwhelming proportion of students report excellent or good quality in instruction, courses accessibility, library services, transportation, and facilities. These findings are consistent with recent exiting cohorts. Further, the majority of all seniors found their experiences with people of different backgrounds excellent or good. Specific results are shown in Tables 5 through 12 on the following pages.

Findings regarding academic advising are more mixed. (See Tables 13 and 14.) Graduating Asian Americans, Southeast Asian American, and American Indian students report higher satisfaction with advising as compared to African American, White, Multi-Ethnic, and Latino/a students.

There are a variety of ways in which the results can be examined. Reports which detail response rates to each survey question are developed for each school/college, as well as by race/ethnicity, gender, UWM as first choice of school, and whether the student lived on or off campus. These are available at <http://www4.uwm.edu/oair/Surveys/gss.cfm>.

**Due to a data collection error, results for 2008 are not available.*

Table 5 - Overall quality of instruction at UWM

Year	N	Excellent/ Good	Fair/ Poor
2014	1,909	87%	13%
2013	2,085	87%	13%
2012	2,021	88%	12%
2011	2,005	89%	11%
2010	1,906	89%	11%
2009	1,760	88%	12%
2008*			
2007	1,657	91%	9%
2006	1,616	91%	9%
2005	1,607	90%	10%
2004	1,109	88%	12%
2003	522	71%	29%
2002	1,372	78%	22%

Table 6 - Overall accessibility of faculty and staff

Year	N	Excellent/ Good	Fair/ Poor
2014	1,909	88%	12%
2013	2,085	86%	14%
2012	2,021	86%	14%
2011	2,005	88%	12%
2010	1,906	89%	11%
2009	1,760	89%	11%
2008*			
2007	1,656	88%	12%
2006	1,615	85%	15%
2005	1,602	85%	15%
2004	1,109	83%	17%
2003	525	68%	32%
2002	1,372	72%	28%

Table 7 - Overall quality of academic advising

Year	N	Excellent/ Good	Fair/ Poor
2014	1,909	71%	29%
2013	2,085	71%	29%
2012	2,021	68%	32%
2011	2,005	69%	31%
2010	1,906	72%	28%
2009	1,760	69%	31%
2008*			
2007	1,656	66%	34%
2006	1,615	62%	38%
2005	1,606	58%	42%
2004	1,109	58%	42%
2003	522	45%	55%
2002	1,372	53%	47%

Table 8 - Quality of classrooms/classroom facilities

Year	N	Excellent/ Good	Fair/ Poor
2014	1,909	75%	25%
2013	2,085	75%	25%
2012	2,021	76%	24%
2011	2,005	78%	22%
2010	1,906	81%	19%
2009	1,760	80%	20%
2008*			
2007	1,648	80%	20%
2006	1,604	77%	23%
2005	1,597	77%	23%
2004	1,104	74%	26%
2003	524	63%	37%
2002	1,372	68%	32%

Table 9 - Overall quality of courses at UWM

Year	N	Excellent/ Good	Fair/ Poor
2014	1,909	83%	17%
2013	2,085	83%	17%
2012	2,021	82%	18%
2011	2,005	86%	14%
2010	1,906	86%	14%
2009	1,760	86%	14%
2008*			
2007	1,654	88%	12%
2006	1,606	86%	14%
2005	1,609	85%	15%
2004	1,108	81%	19%
2003	524	68%	32%
2002	1,369	72%	28%

Table 10 - Communication skills of instructors/TAs

Year	N	Excellent/ Good	Fair/ Poor
2014	1,909	78%	22%
2013	2,085	76%	24%
2012	2,021	73%	27%
2011	2,005	77%	23%
2010	1,906	76%	24%
2009	1,760	74%	26%
2008*			
2007	1,652	74%	26%
2006	1,612	73%	27%
2005	1,602	73%	27%
2004	1,105	67%	33%
2003	520	54%	46%
2002	1,365	61%	39%

*Due to a data collection error, results for 2008 are not available.

Table 11 - Campus transportation options

Year	N	Excellent/ Good	Fair/ Poor	Did not use
2014	1,909	77%	12%	11%
2013	2,085	75%	14%	12%
2012	2,021	76%	11%	13%
2011	2,005	77%	11%	12%
2010	1,906	76%	11%	13%
2009	1,760	75%	13%	12%
2008*				
2007	1,648	75%	13%	12%
2006	1,608	77%	11%	12%
2005	1,601	75%	11%	14%
2004	1,102	75%	13%	12%
2003	521	60%	20%	20%
2002	1,374	65%	20%	15%

Table 12 – Quality/availability of library services

Year	N	Excellent/ Good	Fair/ Poor	Did not use
2014	1,909	85%	7%	8%
2013	2,085	85%	8%	7%
2012	2,021	86%	7%	6%
2011	2,005	86%	8%	6%
2010	1,906	86%	7%	7%
2009	1,760	85%	9%	6%
2008*				
2007	1,651	85%	9%	6%
2006	1,617	84%	9%	7%
2005	1,606	82%	10%	8%
2004	1,108	82%	11%	7%
2003	524	78%	15%	7%
2002	1,372	78%	17%	5%

**Table 13 - Interactions with people of different races/ nationalities/backgrounds
2014 Graduating Senior Survey**

Ethnicity	N	Excellent / Good	Fair / Poor
African American	69	86%	14%
Latino/a	37	89%	11%
Asian American	30	93%	7%
SE Asian Amer	62	85%	15%
American Indian	11	82%	18%
White	1,556	86%	14%
Multi-ethnic	99	87%	13%

**Table 14 - Overall quality of academic advising
2014 Graduating Senior Survey**

Ethnicity	N	Excellent / Good	Fair / Poor
African American	69	72%	28%
Latino/a	37	73%	27%
Asian American	30	77%	23%
SE Asian Amer	62	81%	19%
American Indian	11	91%	9%
White	1,556	70%	30%
Multi-ethnic	99	69%	31%

Table 15 – Students Invited to Apply for Graduation, Senior Survey Respondents and Graduates

Spring Term	AY	Senior Survey Invitees and Respondents			Spring and AY Graduates		
		# invited* in November to apply for graduation in following Spring/ Summer	# responding to Senior Survey and intending to graduate in Spring	% response rate based on invited	# graduating in <u>Spring</u>	# graduating in <u>academic year</u>	% of total graduating in Spring
2006	2005-06	2,012	1,636	81%	1,650	3,139	53%
2007	2006-07	2,311	1,659	72%	1,772	3,197	55%
2008	2007-08	--	--	--	1,901	3,308	57%
2009	2008-09	3,352	1,760	53%	1,940	3,429	57%
2010	2009-10	4,228	1,906	45%	2,014	3,559	57%
2011	2010-11	3,420	2,005	59%	2,053	3,643	56%
2012	2011-12	3,258	2,021	62%	2,045	3,863	53%
2013	2012-13	3,149	2,085	66%	2,024	3,891	52%
2014	2013-14		1,909		1,990	3,739	53%

*From 2005 to 2009, students with 85 or more credits were invited to apply for graduation. From 2010 to current, students with 100 or more credits were invited to apply for graduation.

*Due to a data collection error, results for 2008 are not available.