



# CAFES 2012 New Student Survey Report

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Survey Research Report 2012/22  
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## Executive Summary

During Academic Day, September 4, 2012, incoming freshman and transfer students in the College of Agriculture, Food and Environmental Sciences (CAFES) were asked to complete a one-page survey to find out:

- How they found out about UW-River Falls as an educational institution
- What factors influenced their decision to come here
- What sort of contact they had with the university prior to their arrival
- What their current expectations are for their time at UW-River Falls (i.e. their commitment to their major, likelihood of participating in an international experience, etc.)

A small amount of demographic information was also collected, including the state the students are from and whether or not they grew up on a farm. This report is provided as a summary for the 353 surveys that were completed and returned. The survey response frequencies can be found in Appendix A.

When the survey first started, in 2007, 54% of the CAFES students stated they grew up on a farm. In 2012, only 47% were from a farm and only one-fifth of students are the first in their family to attend college.

Once again, word of mouth is the major means we attract students to CAFES. Of those who responded, 62% reported that their family and friends were the most important sources of information. The most influential factor in their decision to attend UW-River Falls was our reputation and quality of programs, 52% listed this as their most influential factor, while 23% listed their campus visit as the most influential factor.

An open-ended question was also included to see what sources of information influenced their opinions about the quality of UW-River Falls programs. More than one-third of the respondents (39%) said that family, friends, and alumni helped them form their opinions. Eight percent of students reported that the University of Wisconsin-River Falls website was also influential in forming their opinions. Other influences came from high school teachers, counselors, and vocational agriculture teachers (6%) and faculty, staff, and other students (11%).

The University of Wisconsin-River Falls continues to be effective in sharing information about the University with prospective students. A majority of students have visited our website (65%), received our mailings (61%), and participated in campus visits (78%). Only 13 out of 353 students stated they had accessed CAFES' Facebook page.

UW-River Falls was the first choice in colleges for the majority of the incoming class, 85% of students agreed or strongly agreed with this statement. In addition, approximately eight in ten students agreed or strongly agreed that they plan to stick with their current major.

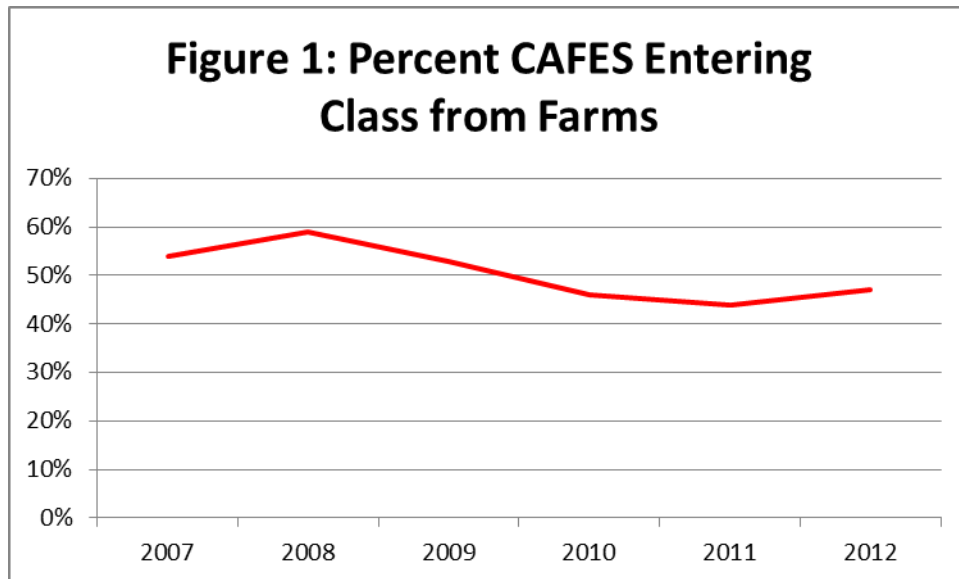
## The Background of CAFES 2012 Entering Class:

This is the sixth year that the SRC has conducted the New CAFES Student Survey for incoming students. As was true in the previous five years, CAFES students come from a variety of backgrounds and are more likely to come from Wisconsin than Minnesota.

Slightly less than half of all students (47%) stated that they grew up on a farm in 2012. As Figure 1 illustrates, 2012 is the third year in a row during which less than half of CAFES new students came from farms. The fact that 53% of the entering class is from a non-farm background demonstrates the appeal of CAFES majors to a more diverse set of students.

About two-thirds (65%) of the CAFES students reported that they were from Wisconsin. About one-third (31%) of all students in CAFES are from Minnesota, while 4% are from other states/countries, including Arizona, California, Illinois, Iowa, South Dakota, and even Brazil. These results are similar to the previous new student results.

This year, one-fifth of students (20%) reported that they were the first in their family to attend college. Since 2007, the proportion of entering students who report being the first in their family to go to college has consistently been between 20 percent and 30 percent. This is substantially lower than for the University as a whole; roughly half of all UWRF students are the first in their family to go to college.



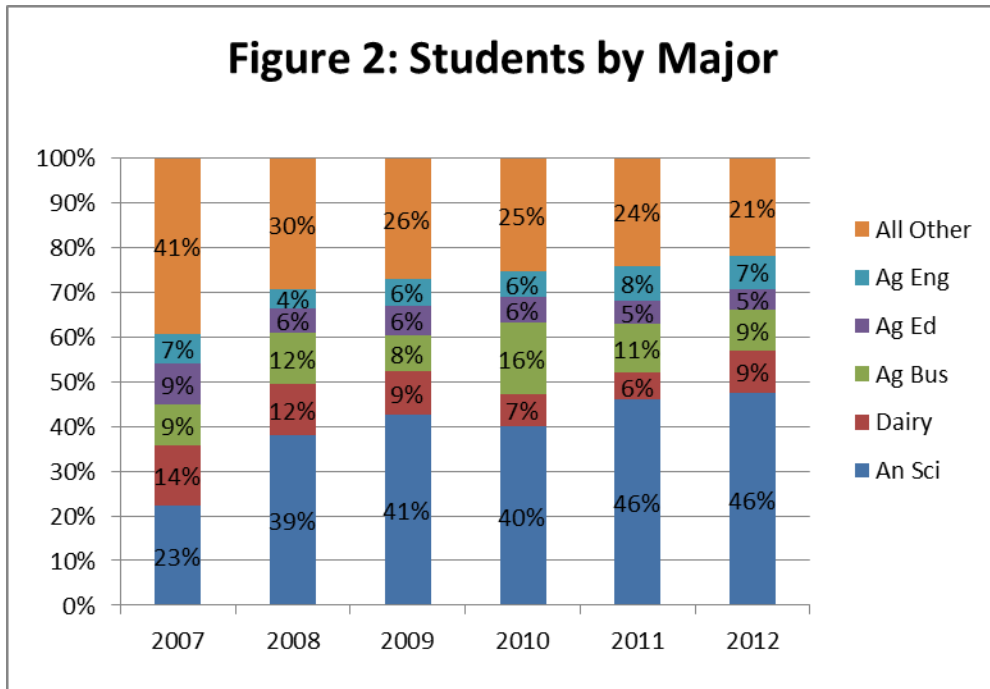


Figure 2 provides a breakdown of the majors of the 353 students entering CAFES who turned in a questionnaire in 2012, compared to 246 in 2011, 246 in 2010, 289 in 2009, 310 new students in 2008, and 190 new students in 2007. Animal Science continues to be the largest major for incoming students and is approaching half of all new students. The other majors in the college have either had somewhat erratic enrollment numbers (e.g. enrollments in ag business, ag engineering, and environmental sciences show neither a consistent upward nor a consistent downward pattern) or are showing a slight decline in numbers (ag education, horticulture, dairy science). The dominance of animal science in the college is somewhat problematic from a risk management perspective because most of the college’s “eggs are in one basket.” None of the majors in “other” (environmental science, ag studies, conservation, etc.) represent more than 5% of the entering class’ majors.

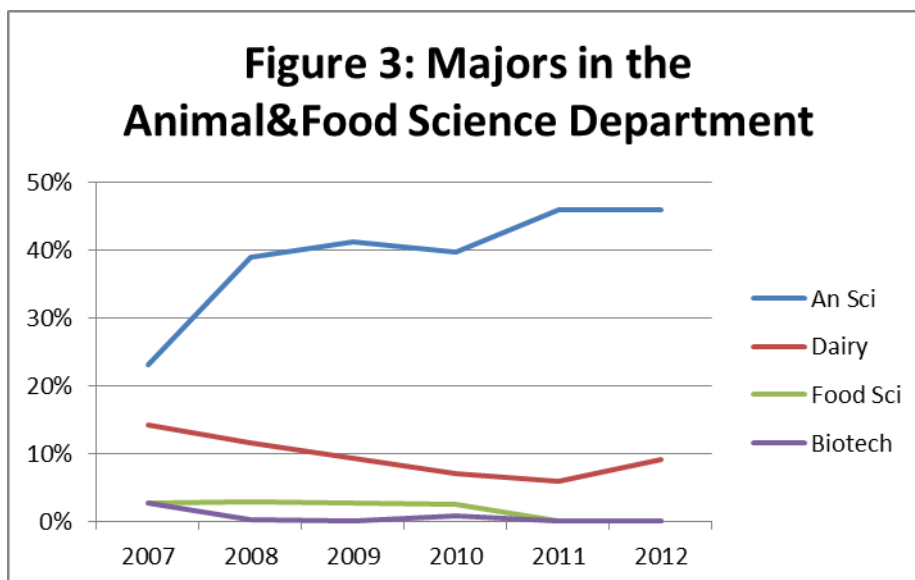


Figure 3 shows that within the animal and food science department, the number of majors for animal science is, for the second year in a row, 46% of all entering students, and dairy science showed a slight increase in enrollment. Within the animal science major, most of the growth over the last few years is accounted for by the equine and pre-vet programs. In short, there is risk to the college from the preponderance of majors in one program and this may be amplified if most of those majors are in one or two emphases within the major.

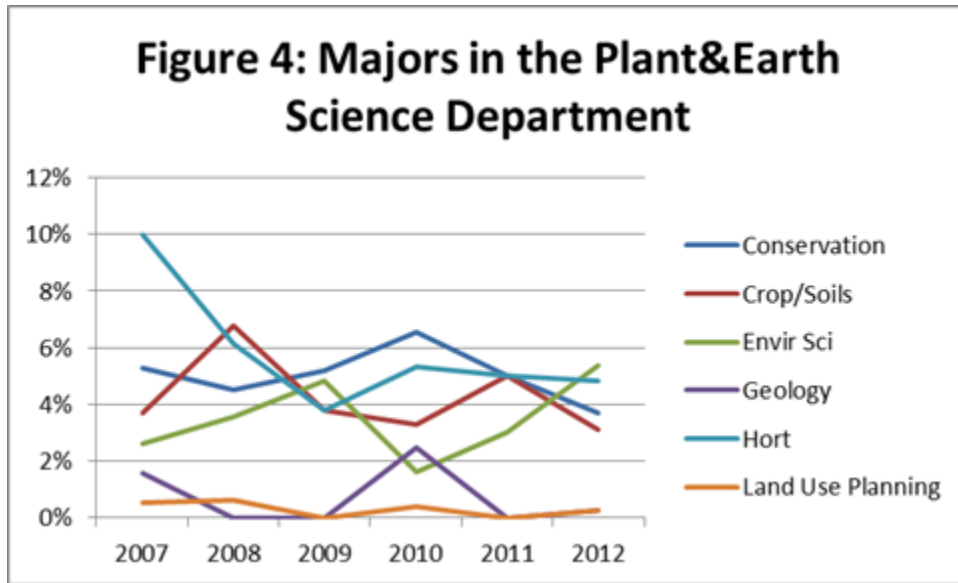
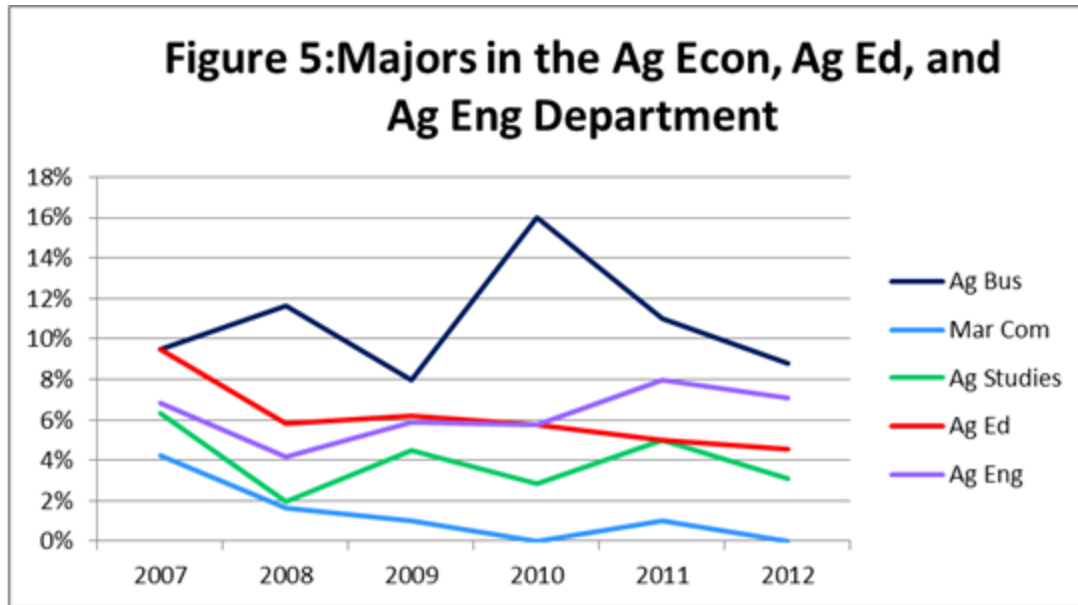


Figure 4 tracks the proportion of the entering classes between 2007 and 2012 who were in programs in the Plant and Earth Science Department. Enrollments in these majors has been fairly volatile over this period but there is a downward trend in the overall proportion of the entering class in PES majors. In 2007, PES majors were 24 percent of all entering students and only 18 percent in each of the last two years.



Finally, Figure 5 shows the proportion of entering students who completed a survey and identified themselves as being in one of the programs in the departments of agricultural economics, education or engineering. The agricultural business program has had the most dramatic swings but has a neutral overall trend line. Agricultural engineering has a slightly positive trend line. Agricultural studies, agricultural education, and marketing communications are trending downward.

## How Incoming Students Learned about UW-River Falls?

Entering students were asked about eight specific means by which they might have learned about UW-River Falls, along with an “other” category. Students had the opportunity to check all boxes that were applicable. As Table 1 shows, the most frequent source of information for incoming students for all 6 years has been family and friends. The importance of family and friends appears to be declining slightly over time.

The table also indicates that between about one-quarter and one-third of incoming students learned of UW-River falls from high school teachers or guidance counselors. This factor also seems to be trending downward.

<b>Table 1: How did you learn about UW-River Falls?</b>						
	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Count	<b>190</b>	<b>310</b>	<b>289</b>	<b>246</b>	<b>246</b>	<b>353</b>
Family/Friends	68%	71%	70%	63%	63%	62%
Teacher/Guidance Counselor	31%	33%	32%	38%	28%	26%
Live Nearby	22%	22%	18%	18%	20%	20%
Web Search	16%	16%	16%	18%	22%	25%
Mailing from UWRF	15%	12%	9%	6%	10%	13%
UWRF visit to my high school	10%	5%	8%	5%	12%	8%
Advertisement	2%	1%	1%	2%	2%	1%
CAFES Facebook Page	NA	NA	NA	NA	0%	0%

The other key trend from Table 1 is **the continuing growth of the importance of electronic media** (web searches) as a source of information about the University. The University/College website now seems to be about as important as our regional presence and teachers/guidance counselors as a means of learning about UW-River Falls. CAFES Facebook page has not yet become a significant source of information about this university for incoming students.



## What most influenced their decision to come to UW-River Falls?

Respondents were asked to identify the single factor that most influenced their decision to come to UW-River Falls. However, many students included multiple responses; the question was analyzed as though students could choose multiple options. This results in percentages greater than 100%.

As in previous years, incoming students once again noted that the quality of our programs and our strong reputation was the most important factor in choosing UW-River Falls. In 2012, over half (52%) of students said that reputation was the most important factor in deciding to attend UW-River Falls. Over the 6 years during which data has been collected, reputation has consistently been the most influential factor noted by between 40 percent and 50 percent of new students. Our reputation is about twice as influential as the other factors summarized in Table 2.

<b>Table 2: Most Influential Factor in Choosing UW-River Falls</b>						
	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Count	<b>190</b>	<b>310</b>	<b>289</b>	<b>246</b>	<b>246</b>	<b>353</b>
Reputation	40%	47%	48%	40%	49%	52%
Campus Visit	18%	22%	23%	28%	23%	23%
Location/Distance from home	16%	19%	11%	15%	21%	20%
Parents/Family	11%	14%	8%	10%	17%	11%
Size of Campus	13%	24%	21%	14%	16%	22%
Friends/Students at UW-RIVER FALLS	19%	17%	9%	12%	11%	11%
Teacher/Guidance Counselor	8%	7%	10%	9%	7%	7%
Other	7%	9%	9%	6%	7%	7%
Web Site Info	2%	5%	4%	3%	5%	7%
Financial Aid Received	1%	3%	2%	1%	2%	3%
Turned down by first choice	2%	3%	1%	2%	1%	1%
Contact with Faculty	1%	2%	1%	2%	1%	3%
CAFES Facebook Page	NA	NA	NA	NA	0%	0%

Table 2 also indicates that, while more students are gathering information about UW-River Falls from the website, this source of information is not particularly influential in terms of their decision to come to this university.

## The Quality of UW-River Falls Programs.

Because CAFES' reputation continues to be an influential factor in students choosing UW-River Falls, the SRC again asked the open-ended question, "What sources of information have influenced your opinions about the quality of UW-River Falls programs?" Of the 353 students who completed a survey, 315 answered this question. In addition, many respondents identified multiple sources of information that helped them form their opinion of UW-River Falls. When this was the case, the full response was put in each of its multiple categories and the phrase that corresponded to the specific category was italicized. Table 3 summarizes the respondent's answers for 2012 and 2011, while Appendix B shows a complete listing of their answers for 2012.

The ways in which students report hearing about us are similar to the factors that most influence student's opinions in choosing UW-River Falls. These factors include:

- Word of mouth (from family, friends, and alumni) (37% of all respondents)
- The website (18%)
- Interactions with high school counselors and vocational ag teachers (8%)
- Interactions with faculty, staff and students (14%)
- Campus visits (7%)
- Mailings (5%)
- Other factors including, class size, personal observations, general reputation, and location (10%)

<b>Table 3: Factors Influencing Choice to Come to UW-River Falls</b>		
<b>Factor:</b>	<b>Percent Students, 2012</b>	<b>Percent Students, 2011</b>
Word of Mouth	37%	36%
Website	18%	18%
Faculty-Staff-Students	14%	10%
High School Teachers	8%	12%
Campus Visit	7%	8%
Mailing	5%	5%
Other	10%	11%

Interestingly, the importance of the different categories of comments noted in Table 3 is similar in 2011 and 2012, with word of mouth being much more important than other factors in both years. These responses do not point to a specific strategy to use to continue to strengthen our reputation. Based on comments over the past two years, our reputation will likely be maintained if we:

- Cultivate close relationships with our alumni and with industry and other employers of our graduates
- Maintain strong relationships with high school teachers, vocational ag teachers, and guidance counselors
- Provide positive experiences for our current students
- Maintain a user friendly and informative website
- Continue to have a presence in statewide agricultural papers and in local and regional papers to note our achievements

## What contact did incoming CAFES students have with UW-River Falls prior to their arrival?

Table 4 summarizes contact that the university had with students prior to their arrival on campus. The table shows that the university has been consistently successful in attracting students to campus visits. This year, almost four-fifths of students (78%) said they visited campus prior to their move to UW-River Falls. The consistency of the proportion of students taking part in campus visits is a positive outcome for the university and CAFES.

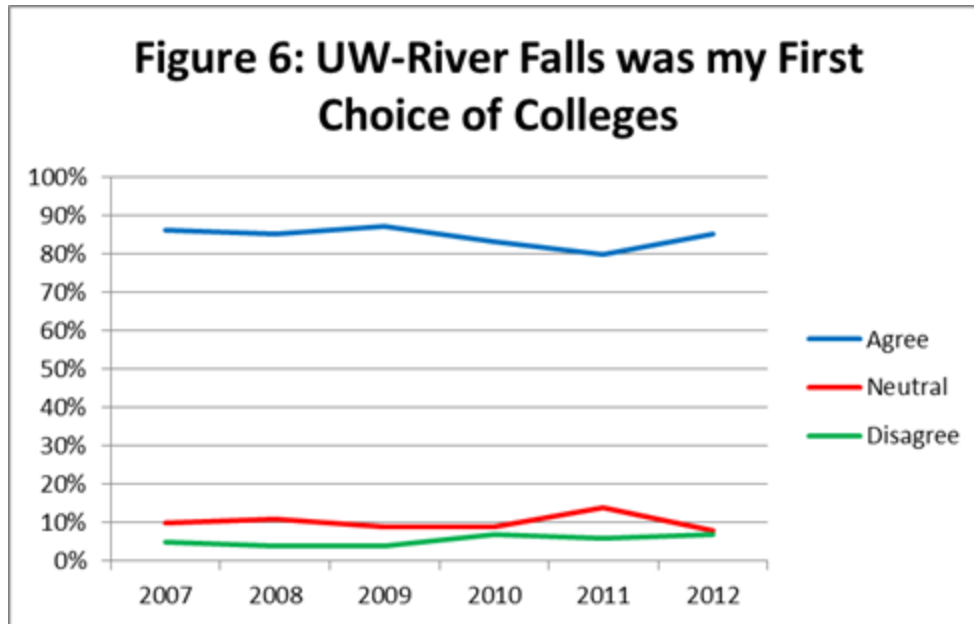
Slightly less than two-thirds (65%) of all students who completed the survey noted that they had visited our website. Given the earlier results of this survey, this relatively low proportion of incoming students who say they visited the university's website is surprising. Sixty-one percent of students said they recalled receiving a mailing from the university. Mailings seem to be reaching a diminishing percentage of CAFES' incoming students.

The average student reported having contact with the university by two and a half of the methods listed in table 4. Only 1 of the 353 student respondents reported having made no contact with the university prior to their arrival on campus, while 85 students reported 4 or more different modes of contact (24%).

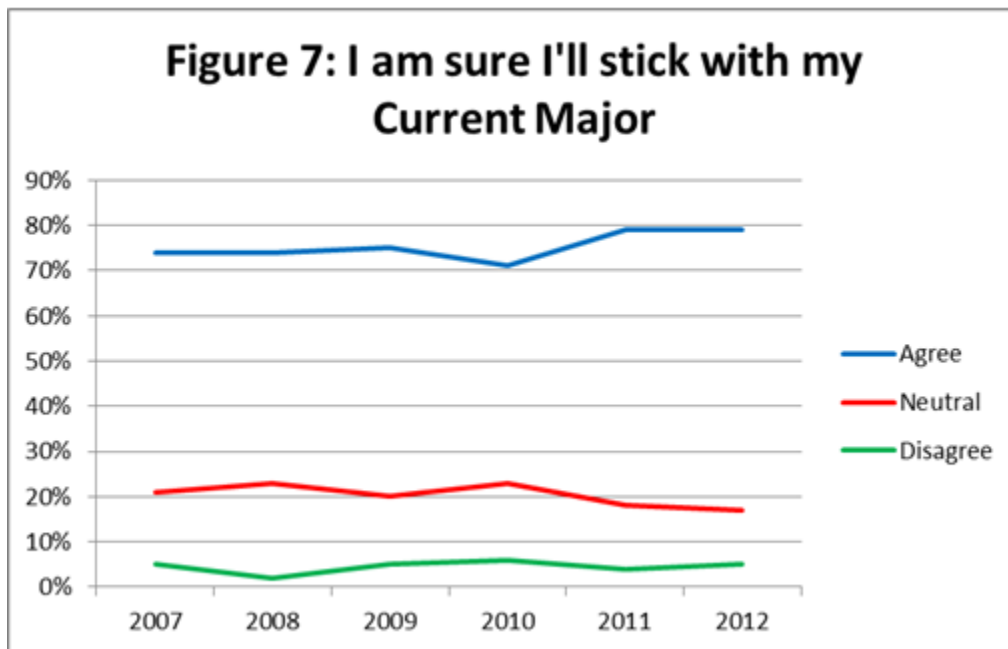
<b>Table 4: What contacts did you have with UW-River Falls prior to arrival?</b>						
	2007	2008	2009	2010	2011	2012
Count	<b>190</b>	<b>310</b>	<b>289</b>	<b>246</b>	<b>246</b>	<b>353</b>
Campus Visit	74%	78%	79%	80%	80%	78%
Website	62%	70%	73%	72%	63%	65%
Mailing	68%	75%	71%	61%	59%	61%
Phone Calls	26%	23%	27%	28%	24%	23%
Fac. Meeting	18%	19%	19%	20%	22%	20%
Other	4%	5%	6%	8%	7%	5%
Attended Campus Activity	17%	NA	NA	NA	NA	NA
CAFES Facebook Page	NA	NA	NA	NA	3%	4%

## Retention Dimensions

The incoming students were asked five questions pertaining to their commitment to UW-River Falls and CAFES, and their level of participation in campus activities. We expect that a student's level of attachment to and expected participation in campus life might influence their commitment to remain at UW-River Falls until they graduate.



In 2012, more than 8 out of 10 students either agreed (27%) or strongly agreed (58%) that UW-River Falls was their first choice of colleges. Only 7% of the incoming class of 2012 either disagreed or strongly disagreed that UW-River Falls was their first choice of schools. This proportion has remained relatively steady over the past 6 years. Students from Wisconsin were significantly more likely to identify River Falls as their first choice of colleges, environmental science majors were significantly less likely to do so.



In 2012, 79% of respondents agreed or strongly agreed that they will stick to their major. This is slightly higher than the proportion for incoming classes in prior years. As has been true in previous surveys, Ag Business majors are significantly less certain they will stick with their major than students in other programs. This year, Environmental Science and Ag Studies majors were also significantly less likely to say they will stick with that major. In contrast, Ag Education majors were significantly more likely to say they will stick with their declared major. Students from Wisconsin were slightly more likely to be sure they will stick with their current major.

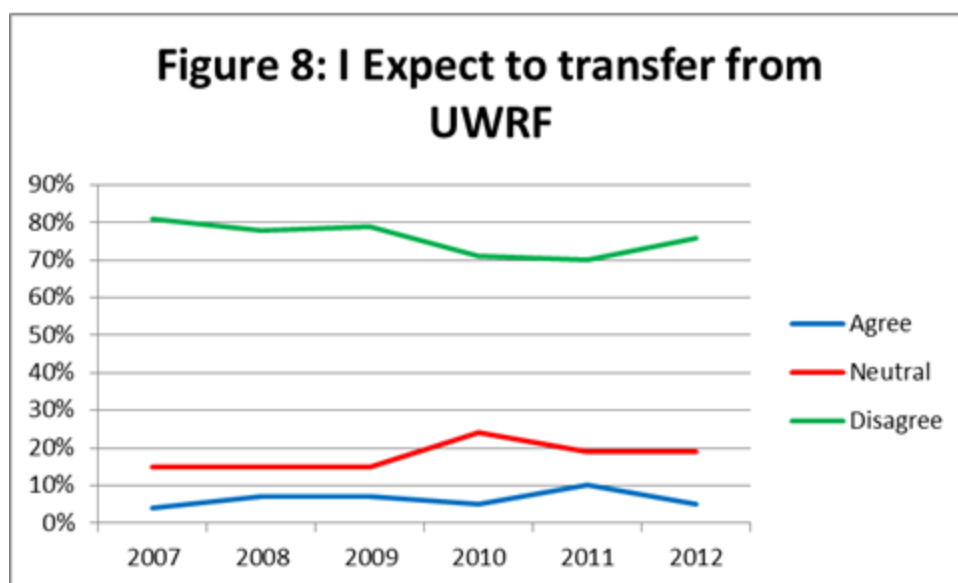
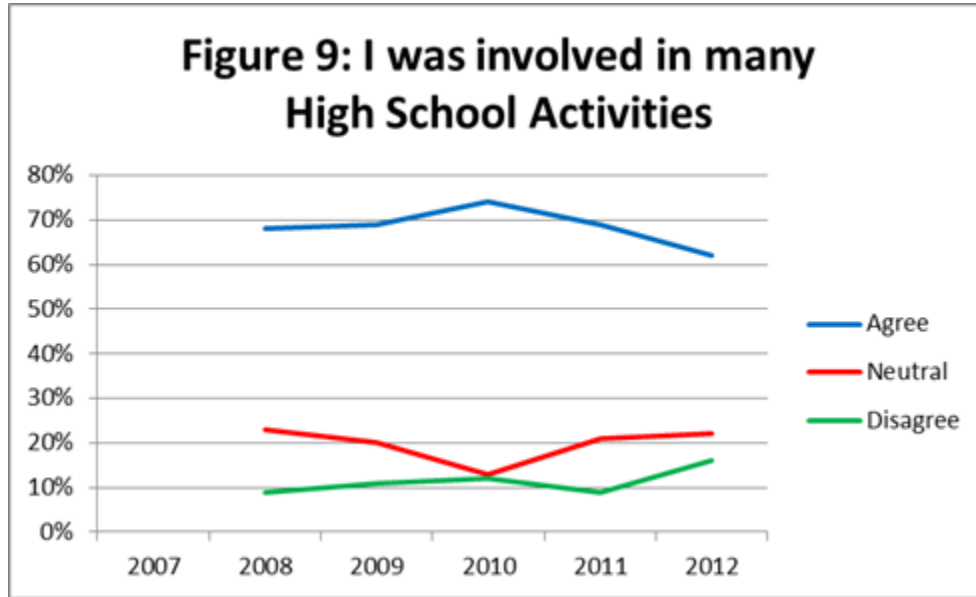
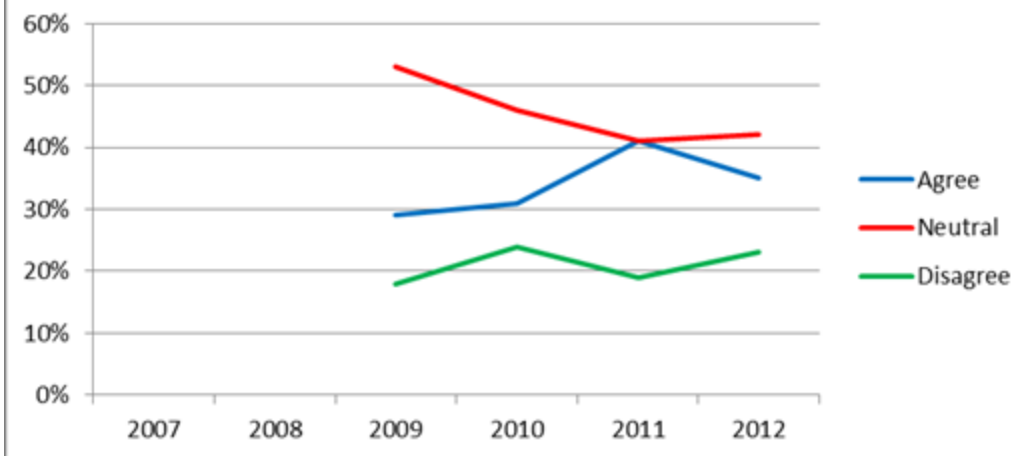


Figure 8 indicates that until this year there has been a slight downward trend in the proportion of incoming students who “disagree” or “strongly disagree” that they will transfer from UW-River Falls.



Students were asked if they were involved in high school activities, including sports, clubs, and volunteer activities. Studies have shown that students who participate in clubs and other extracurricular activities are more likely to be retained at college. Implicitly, we are assuming that if our incoming students were active in high school extracurricular activities, they will also be active at UW-River Falls. More than six out of ten students agreed or strongly agreed that they were involved in extracurricular activities in high school. The proportion actively involved in extracurricular activities seems to be declining modestly over time. Students who grew up on a farm were 20% more likely to be involved in activities in high school. This high number may, possibly, be attributed to activities such as 4-H and FFA. Students in Environmental Science indicated that they were not as involved in high school activities.

**Figure 10: I plan to include an international experience during my time at UWRF**



Finally, students were asked if they planned to include an international experience during their time at UW-River Falls. Analysis indicates that students majoring in crops and soils, as well as ag studies, are significantly less likely to include an international experience during their time at UW-River Falls but that animal science and horticulture students are more likely to be planning an international experience.

## Conclusions

The results from the 2012 New CAFES Student Survey generally align with those from previous years. The data shows that CAFES attracts a larger proportion of students from Wisconsin and draws students from both farming and non-farming backgrounds.

Animal Science continues to expand its dominance of student numbers in the college. There is a risk associated with having one major account for virtually all of the growth in the college.

This data confirms that word of mouth remains the most influential factor for students coming to UWRF. What students hear from their family and friends, as well as what they believe to be our quality programs are the dominant factors in their decision making process. More and more students are gathering information about CAFES and UWRF from the website but this information is not particularly influential for students in terms of where they choose to go to college.

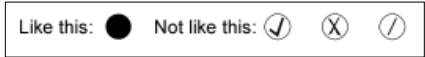
This year, only 1 of the 353 students reported having no contact with the university prior to their arrival on campus. The university has, thus far, been successful in getting information out to prospective students.

After a decline over the past few years in new students indicating River Falls was their first choice of colleges, there was an increase of five percent in 2012 compared to 2011. Most students also consider themselves to be strongly committed to their major.

In sum, the results of the 2012 survey are not dramatically different than in previous years but do suggest a few potentially troubling trends.



# Appendix A - New CAFES Student Survey, Fall 2012



Please completely fill the “bubble” that corresponds to your selection.

## 1. How did you learn about UW-River Falls? (check all that apply)

20%	I live nearby	8%	UWRF staff visited my school	1%	Newspaper/magazine ad or story
62%	Family and/or friends	13%	Mailing/Brochure from UWRF	0%	CAFES Facebook Page
25%	Web Search	26%	Teacher/Guidance Counselor	12%	Other _____

## 2. What most influenced your decision to come to UW-River Falls? (check only one)

7%	Info on web site	52%	Reputation/quality of programs	22%	Size of campus
11%	Parents/family members	11%	Friends/other students at UWRF	3%	Financial aid received
7%	Teacher/guidance counselor	1%	Turned down by first choice of colleges	23%	Campus visit
20%	Location/distance from home	3%	Personal contact with UWRF faculty/staff	0%	CAFES Facebook Page
7%	Other _____				

## 3. What contact did you have with UW-River Falls prior to your arrival? (check all that apply)

61%	Mailings/brochures	20%	Personal meeting with faculty/staff	65%	Visited website
23%	Phone calls	78%	Campus visit	4%	CAFES Facebook Page
5%	Other _____				

## 4. Please indicate the extent to which you agree with the following

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
a. UW-River Falls was my first choice of colleges	58%	27%	8%	7%	0%
b. I am sure I'll stick with my current major	34%	45%	17%	4%	1%

c. I expect to transfer from UW-River Falls	1%	4%	19%	35%	41%
d. I was involved in lots of activities (sports, clubs, volunteering) in high school.	31%	31%	22%	14%	2%
e. I plan to include an international experience (e.g. study tour) during my time at UW-River Falls	12%	23%	42%	18%	5%

**5. What sources of information have influenced your opinions about the quality of UW-River Falls programs?**

- Word of Mouth (37%)
- Website (18%)
- Faculty, Staff, Students (14%)
- High School Teachers (8%)
- Campus Visit (7%)
- Mailings (5%)
- Miscellaneous (10%)

<b>6. I grew up on a farm</b>	<b>Yes</b>	<b>No</b>	<b>7. I am from</b>	<b>Wisconsin</b>	<b>Minnesota</b>	<b>Other</b> _____		
	47%	53%		65%	31%	4%		
<b>8. Others in my family have gone to college</b>	<b>Yes</b>	<b>No</b>	<b>Don't know</b>					
	80%	20%	0%					
<b>9. What is your major?</b>	<b>Ag Bus</b>	<b>Ag Ed</b>	<b>Ag Eng</b>	<b>Ag Studies</b>	<b>An Sci</b>	<b>Biotech</b>	<b>Conservation</b>	<b>Envir Sci</b>
	9%	5%	7%	3%	46%	0%	4%	5%
	<b>Hort</b>	<b>Food Sci</b>	<b>Crop/Soils</b>	<b>Dairy</b>	<b>Mar Com</b>	<b>Geology</b>	<b>Land Use Planning</b>	
	5%	0%	3%	9%	0%	0%	0%	

## Appendix B – New CAFES Student Survey Comments

### 1. How did you learn about UW-River Falls? (Other) (35 responses)

- Brazilian Government Program (Science without boards) (5x)
- Ag Tech Contest (2x)
- College Fair (2x)
- Football (2x)
- School visit (2x)
- Sports (2x)
- Alumni
- Came for a judging seminar
- Career chart
- Co-workers
- D.V.M.
- Dairy Judging
- FFA
- FFA Advisor
- FFA Judging
- HS Teacher
- IIE
- Judging clinic
- National FFA Convention 2008
- Parents are alumni
- Prof. Jerry Nolte
- Talent Search
- Transfer
- UW system college book
- Veterinarians I shadowed
- Was on campus for 4-H conference

### 2. What most influenced your decision to come to UW-River Falls? (Other) (27 responses)

- Major (5x)
- Tuition (4x)
- Equestrian Team (2x)
- Equine Science (2x)
- Football (2x)

- IIE (2x)
- Science without Bouders (2x)
- Ag program
- Business work
- Close to place in Exeland, WI
- Closest place with Ag
- Only one in Wisconsin with program
- Programs offered/available
- Rodeo Team
- Sport

### 3. What contact did you have with UW-River Falls prior to your arrival? (Other) (21 Responses)

- Email (3x)
- Football coaches/recruiters (3x)
- Contacting/meeting with volleyball coach (2x)
- IIE (2x)
- Came up with family
- Contact with head of department through email
- Cross country/Track coach
- Dr. Zidon contacted Faye
- FFA Judging
- Friends who attend UWRF
- Have taken classes here before
- New Richmond FFA
- Practiced with the rodeo team
- Sister went here
- Sports

### 5. What source of information has influenced your opinions about the quality of UW-River Falls Programs? (462 responses)

#### Word of Mouth (170 responses)

- Alumni (8x)

- Family and friends **(8x)**
- Friends **(6x)**
- Family members **(5x)**
- Friends and co-workers who have attended **(2x)**
- Talking to people **(2x)**
- Word of mouth **(2x)**
- A friend has strongly encouraged the school
- Alumni experiences and campus visits
- Both my mom and uncle went to UW-River Falls
- Brochures, website, *previous students*
- Brochures, websites, *friends encouraged me*
- Campus visits, *friends and family*
- Campus visits, website, *friends*
- Coaches
- College visits, *friends experiences*
- Counselors, website, *friends*
- Co-worker reference
- Co-workers who are UWRF graduates
- Family and friends telling me about the animal science program
- Family members and friends experiences
- Family members have said it is a very good school for Ag related studies
- *Family members, UWRF staff, UWRF website, and brochures*
- Family that has attended UWRF
- Family went to UWRF about 10 years ago
- Former students
- Friends and alumni
- Friends and family have studied here and have had a great experience here
- *Friends and family that have gone to UW-River Falls and brochures*
- Friends and family's stories and opinions
- *Friends and professors I have met*
- *Friends and teachers*
- *Friends* and teachers that have went here and said good things
- *Friends* and tour guides
- Friends experiences
- *Friends family* and teachers at UWRF
- Friends have informed me it's a good program.
- Friends telling me just how good the school was and the small classes
- Friends that graduated from here
- Friends that have gone or are going here
- Friends that have gone to school here and really liked it
- Friends that have previously gone here
- Friends who go to UWRF highly recommended that I apply
- *Friends*, website, campus visits
- Friends/alumnus of the universities
- From information I have received and friends that have gone here
- Graduates of CAFES
- *Had a friend that was in the equine management program/researched on website*
- Heard from friends about UW-River Falls and wanted to go to a place for pre-vet close to homes
- Hearing about the program
- Highly recommended from previous students here and also the veterinarians in my hometown
- I had a part time job at a vet clinic where a doctor was an alum and she strongly recommended it
- I have been shadowing a D.V.M. for 2 years now. He received his undergraduate from UWRF. He got me stuck and passionate on the idea of coming here
- I have heard from many people that River Falls has a very good animal science program

- I have heard from previous teachers, that UW-River Falls programs have a good reputation
- I know lots of people who have graduated from UWRF. All speak highly of the school.
- I know others in the field talking about it
- I talked with a local vet
- I was influenced by the my experience in the field with people that went to UW-River Falls
- Internet and *family friends*
- Internet, brochures, *family/alumni*
- Internet, *experience of friends who are alum*, friends who are current students
- I've only heard good things about River Falls from friends and family
- Just what I have heard from others
- Lots of good things to say about equine programs
- Mailings, *talking with people who have gone here before*
- Mainly talking to people that go here
- Many friends loved it here
- Many people have told me about the Animal Science program and its reputation
- Meeting with advisors and getting feedback from family who have pushed me towards higher education
- My AG teacher/FFA advisor told me about it, and loved it, *as well as friends*
- My aunt and my grandfather went here many years ago and they said this was the best place to start
- My brother said that UW-River Falls has good programs
- My family and friends said it would be good for my program I want
- My family friends went here and said it was great
- My family member who attended here
- My friends who attended UWRF informed me about the programs
- *My grandfather came here.* Mailings/brochures info on web site.
- My guidance counselor and local veterinarians told me about the programs and experience there
- My parents
- My parents both went and graduated from UW-River Falls and told me about the great programs here
- My parents who both graduated from UWRF. Also the reputation for strong agriculture programs.
- *My parents, the website, and other people's experiences*
- Older students
- Online, campus visit, *reputation*
- *Opinions of others* and came here to see the campus
- Other alumni studied here and enjoyed it here at UWRF
- *Other older classmates (from cross country)*, price, quality, but not expensive
- Other peoples input on the science programs at UW-River Falls
- Other people's recommendations
- Parent
- *Parents talking about it* and the UWRF website
- Past students
- *Peers*, internet
- People I've talked to enjoy this school
- People say it's a great program
- People talking about their great Animal Science programs
- People that have attended UWRF
- *People who have gone here before* and the website have given me lots of information

- People/brochures
- People's word
- Programs available, *UWRF graduates*
- Recommendation from Ag Teacher and counselor and *the reputation of a good Horticulture program*
- *Relatives* and the cross country team
- Reputation in the AG sector of education. I also know past participants in your programs that recommended attending
- Research, friends
- School, *family*
- Sister attend UWRF
- Students that went here told me about it
- Students who attended CAFES in my home town and the reputation
- Talk around town
- Talk from peers
- *Talk with friends and family*, information from previous college teachers
- Talked with close friends/family that came here
- Talking to alumni of UWRF as well as seeing how employers look for UWRF graduates
- *Talking to different people*, mailings
- Talking to other students who attended
- Talking to people from UW-River Falls
- Talking with a local vet about the different hands on programs offered at UWRF
- Talking with others and reading about graduates
- Talking with past students from River Falls
- Teachers/*family and friends*
- The Ag school system was talked about a lot and how good it was
- The orientation and campus visit. *My brother went here and has told me a lot.*
- The people I have talked to and the lab farms!

- The people I have talked to!
- The UW website, *my family*, and Ag instructor
- The website, *my family, friends, etc. I have heard only good thing about UWRF.*
- The website, teacher recommendation, *recommendation from a vet tech where I worked* and meeting everyone during my campus visit
- Through the grapevine reputation
- Upperclassmen, *friends*, internet, *family members who are alumni of UWRF*
- UWRF website, *friends experience*
- Veterinarians from my hometown along with teachers who know the school
- Website and *friend's experience*
- Website, *alumni*
- Website, campus tour/visit, *family who came here*
- Website, teachers in high school, *family and friends*, UWRF faculty
- Website, *word of mouth*
- Websites, *word of mouth from alumni*, one on one staff
- What my family has told me
- What people have said/heard
- Word of mouth, recommendations from others
- *Word of mouth*, saw the campus for myself
- Word through alumni who have attended River Falls

#### Website (82 responses)

- Website (13x)
- Internet search (4x)
- Ag teacher, *website*, FFA trips
- All of the online stuff
- Brochures, *website*, previous students

- Brochures, *websites*, friends encouraged me
- Campus visits, *website*, friends
- Counselors, *website*, friends
- *Easy to access website*, good programs
- Email, *website*, teachers
- Faculty/staff, *website*
- Family members, UWRF staff, *UWRF website*, and brochures
- Friends, *website*, campus visits
- Had a friend that was in the equine management program/*researched on website*
- Information gathered on the internet about the strong pre-vet program and the multi-discipline equestrian team
- *Information on the internet and at orientation*, campus visit
- *Internet* and family friends
- *Internet* and tours
- *Internet*, brochures, family/alumni
- *Internet*, experience of friends who are alum, friends who are current students
- *Internet*, students
- Mailings, *website*
- Mostly websites
- My parents, *the website*, and other people's experiences
- *Online information*, other students
- *Online resources*, meetings with professors
- *Online*, campus visit, reputation
- Parents talking about it and *the UWRF website*
- Peers, *internet*
- People who have gone here before and *the website have given me lots of information*
- *School website* and faculty
- *The CAFES website*, brochures
- The equine webpage
- The information on the school website
- *The UW website*, my family, and Ag instructor
- *The website* and teachers from high school
- *The website* and the campus visit
- The website for UWRF has a lot of information that shares the opportunities offered here
- *The website*, campus visit
- *The website*, mailings
- *The website*, my family, friends, etc. I have heard only good thing about UWRF.
- *The website*, teacher recommendation, recommendation from a vet tech where I worked and meeting everyone during my campus visit
- *The website*, testimonies from current students, and interactions with students and faculty on campus tours
- The websites and heads of departments
- Upperclassmen, friends, *internet*, family members who are alumni of UWRF
- *UWRF website*, friends experience
- UWRF's website is very complete about almost everything
- Visiting campus and the *UW River Falls website* strongly influenced my opinion about the quality of the programs
- *Web (University site)*, personal visits
- Web page for groups and activities
- *Web search* and counselors
- *Website* and campus tour
- *Website* and campus visit
- *Website* and friend's experience
- *Website* and teacher
- *Website*, alumni
- *Website*, brochures
- *Website*, campus tour/visit, family who came here

- *Website*, campus visit, other friends at UWRF
- *Website*, mailings
- *Website*, personal experience
- *Website*, professors, tours
- *Website*, teachers in high school, family and friends, UWRF faculty
- *Website*, word of mouth
- *Website/professors* discussions
- *Websites*, word of mouth from alumni, one on one staff
- What was on the internet and that they were in what I liked

- Friends that go here
- Great faculty
- Hearing from current students
- How nice the people are
- I had teachers that received their education from UW-River Falls. *Also, I have heard great things from upper classman.*
- I know students here who have told me about it
- *Information from current students*, information from mailings and brochures
- Internet, experience of friends who are alum, *friends who are current students*
- Internet, *students*
- Just my friends that go here, she told me about it
- Mail, e-mail, campus visit, *friends that go here*
- Meeting people from the university
- Meeting the teachers
- Meeting with professors and reputation
- Meeting with some of the advisors and professors
- My classmates and faculty members
- My cousin goes here and he loves it
- Online information, *other students*
- Online resources, *meetings with professors*
- Other students and people that have attended UWRF
- Other students information and excitement
- Pamphlets, *staff*
- Parents, current and former students
- *Personal contact with staff* and visit to facilities
- Personal meetings with teachers and current students
- Prior friends/family that taught here Jerry Nolte and Doe Bohn?

#### **Faculty, Staff, Students (65 responses)**

- Faculty (2x)
- A lot of people experiences told by graduates, personal contact was helpful from various groups and programs
- All around reputation that is has from other students
- All positive reactions from former student and just people that attended UWRF
- College fair people
- Contact with staff during registration
- Current students
- *Current students*, campus visits
- Current students/faculty
- *Faculty* and counselors
- *Faculty members*, buildings, housing
- Faculty, representatives
- Faculty/Staff members
- *Faculty/staff*, website
- Family members, *UWRF staff*, UWRF website, and brochures
- *Family-brother is a student*. Programs offered
- Feedback from current students
- Friends and *professors I have met*
- Friends family and *teachers at UWRF*



- School website and *faculty*
- Staff
- Staff members, upper classmen, speakers
- Talking to my advisor
- Talking with different faculty
- Talking with professors and other students
- The faculty I have met and what I have heard from others
- The people that already go here. Friends/family
- *The staff* and mailings
- The staff I have met and past students
- The teachers are very welcoming and nice. That makes me really excited to start class.
- The website, *testimonies from current students, and interactions with students and faculty on campus tours*
- *Upperclassmen*, friends, internet, family members who are alumni of UWRF
- Website, campus visit, *other friends at UWRF*
- Website, *professors*, tours
- Website, teachers in high school, family and friends, *UWRF faculty*
- Website/*professors discussions*
- Websites, word of mouth from alumni, *one on one staff*
- WOW leaders and *current students saying how nice this campus is*
- Counselors
- *Counselors*, website, friends
- Email, website, *teachers*
- Faculty and *counselors*
- *FFA, previous high school Ag Classes, D.V.M. Jon Engstrom*
- Friends and *teachers*
- Friends and *teachers that have went here and said good things*
- High school teachers
- *I had teachers that received their education from UW-River Falls. Also, I have heard great things from upper classman.*
- I have heard from my Ag teacher and my counselor who attended
- *My AG teacher/FFA advisor told me about it, and loved it, as well as friends*
- My agriculture teacher said that I would like it and that it's a good school
- My counselor at my high school went here as does my step-sister
- My counselors and AG teachers told me about the programs and how they would benefit with what I wanted to do in agriculture
- My FFA advisor told me a lot about his time here and the quality of classes
- My school counselor told me about the programs
- My teachers have influenced me a lot
- *Recommendation from Ag Teacher and counselor* and the reputation of a good Horticulture program
- Talk with friends and family, *information from previous college teachers*
- Teachers and alumni members
- Teachers and friends
- Teachers back home have graduated from here
- *Teachers/family and friends*

### High School Teachers (38 responses)

- Ag teacher in High School (2x)
- Guidance counselor (2x)
- Teachers (2x)
- Ag teacher, horse judging coach
- *Ag teacher*, website, FFA trips
- Counselor told me about it and gave me some info on it
- Counselors
- *Counselors*, website, friends
- Email, website, *teachers*
- Faculty and *counselors*
- *FFA, previous high school Ag Classes, D.V.M. Jon Engstrom*
- Friends and *teachers*
- Friends and *teachers that have went here and said good things*
- High school teachers
- *I had teachers that received their education from UW-River Falls. Also, I have heard great things from upper classman.*
- I have heard from my Ag teacher and my counselor who attended
- *My AG teacher/FFA advisor told me about it, and loved it, as well as friends*
- My agriculture teacher said that I would like it and that it's a good school
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- My FFA advisor told me a lot about his time here and the quality of classes
- My school counselor told me about the programs
- My teachers have influenced me a lot
- *Recommendation from Ag Teacher and counselor* and the reputation of a good Horticulture program
- Talk with friends and family, *information from previous college teachers*
- Teachers and alumni members
- Teachers and friends
- Teachers back home have graduated from here
- *Teachers/family and friends*

- The UW website, my family, and *Ag instructor*
- The website and *teachers from high school*
- The website, *teacher recommendation*, recommendation from a vet tech where I worked and meeting everyone during my campus visit
- Web search and *counselors*
- Website and *teacher*
- Website, *teachers in high school*, family and friends, UWRF faculty

### Campus Visit (34 responses)

- Campus visit (3x)
- Campus tour was very helpful in learning about the programs
- *Campus visits*, friends and family
- *Campus visits*, website, friends
- Clinics I have attended, the program I chose and influence from others
- *College visits*, friends experiences
- Current students, *campus visits*
- Friends and *tour guides*
- Friends, website, *campus visits*
- Information on the internet and at orientation, *campus visit*
- Internet and *tours*
- Lab farms, it's a good agricultural campus
- Mail, e-mail, *campus visit*, friends that go here
- Once I seen the many equine programs, I knew it was the school for me!
- Online, *campus visit*, reputation
- Opinions of others and *came here to see the campus*
- Personal contact with staff and *visit to facilities*
- The info given by the people during my tour greatly influenced my decision

- The orientation and *campus visit*. My brother went here and has told me a lot.
- The website and the *campus visit*
- The website, *campus visit*
- The website, teacher recommendation, recommendation from a vet tech where I worked and *meeting everyone during my campus visit*
- The website, testimonies from current students, and *interactions with students and faculty on campus tours*
- Tour with faculty
- *Visiting campus* and the UW River Falls website strongly influenced my opinion about the quality of the programs
- Web (University site), *personal visits*
- Website and *campus tour*
- Website and *campus visit*
- Website, *campus tour/visit*, family who came here
- Website, *campus visit*, other friends at UWRF
- Website, professors, *tours*
- Word of mouth, *saw the campus for myself*

### Mailings (25 responses)

- Brochures from college fairs and sent to my house
- *Brochures*, website, previous students
- *Brochures*, websites, friends encouraged me
- Family members, UWRF staff, UWRF website, and *brochures*
- Friends and family that have gone to UW-River Falls and *brochures*
- I received a letter that stated it placed over 90% of its students in Ag Business
- Information from brochures

- Information from current students, *information from mailings and brochures*
- Internet, *brochures*, family/alumni
- Job placement and brochures
- *Mail*, e-mail, campus visit, friends that go here
- Mailings
- *Mailings*, talking with people who have gone here before
- *Mailings*, website
- My grandfather came here. *Mailings/brochures info on web site.*
- *Pamphlets*, staff
- People/*brochures*
- Talking to different people, *mailings*
- The brochures that I got in the mail and the online accounts from students
- The CAFES website, *brochures*
- The majors, *the mailings*
- The staff and *mailings*
- The website, *mailings*
- Website, *brochures*
- Website, *mailings*
- Iowa State recommended starting here because it has a great pre-vet program
- Location
- Mail, *e-mail*, campus visit, friends that go here
- Many friends and internet websites make it clear that there is a strong equine program
- MNTC transfer
- Mostly major and they have the preferred program for me
- Other older classmates (from cross country), *price, quality, but not expensive*
- People get good jobs, are very successful
- *Programs available*, UWRF graduates
- References
- Relatives and *the cross country team*
- Reputation of the programs
- River Falls seemed to have a strong environmental science program
- *School*, family
- Seeing where students are who graduated from the program today
- Seemed good to me
- Small class size
- Small class sizes, close to home, and buildings close together, not spread out
- Small classes, hands-on experiences
- Statistics about the quality of the programs
- Strong animal science program
- Study abroad
- Teaching for a semester
- The acceptance rates into vet schools
- The events the college provides for us students
- The food science program listed top 10 in nation 2008. Very good AG program.
- The image of the school, being mostly AG classes
- *The majors*, the mailings

#### Miscellaneous (48 responses)

- Ag teacher, website, *FFA trips*
- Easy to access website, *good programs*
- *Email*, website, teachers
- Facebook pages
- Faculty members, *buildings, housing*
- Family-brother is a student. *Programs offered*
- FFA, previous high school Ag Classes, *D.V.M. Jon Engstrom*
- Good Ag programs
- How involved they are with Animal Science major
- I like that I'll receive a bachelor's degree instead of only an associate's degree

- *The orientation* and campus visit. My brother went here and has told me a lot.
- The programs that interest me are present at River Falls. Along with this, these programs have good quality.
- The size of classes and involvement
- The size of classes. Population at campus. What classes they had to offer.
- They had my course of study (major) here
- They have a good AG section
- Website, *personal experience*
- WOW
- WOW influenced my opinion of UW-River Falls a lot
- *WOW leaders* and current students saying how nice this campus is

**7. I am from...(other) (15 responses)**

- Brazil **(6x)**
- Illinois **(4x)**
- Arizona
- Both MN and WI
- California
- Iowa
- South Dakota