



Dare to be heard.

2012

Blue Hen Poll
Public Release

Welcome and Thanks

UNIVERSITY OF DELAWARE DEPARTMENT OF POLITICAL SCIENCE AND INTERNATIONAL RELATIONS

HOME OF THE GLOBAL GOVERNANCE PORTAL

About Us • People • Undergrad • Grad • Intellectual Life • News & Events • Make a Gift

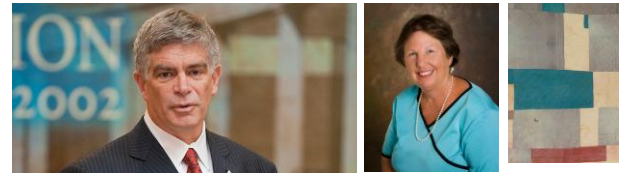


CENTER FOR POLITICAL COMMUNICATION

UNDERGRADUATE RESEARCH PROGRAM



PRESIDENT'S DIVERSITY INITIATIVE



UNIVERSITY OF DELAWARE OFFICE OF EDUCATIONAL ASSESSMENT

COLLEGE OF ARTS & SCIENCES

THE SOCIAL SCIENCES

CENTER FOR THE STUDY OF DIVERSITY



Office of Institutional Research



UNIVERSITY of DELAWARE
Communications & Marketing

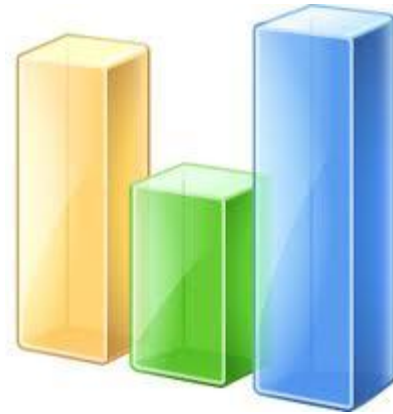
The Blue Hen Poll

- Annual Scientific Survey
- Applied research, quantitative literacy, and communication skills
- “For Students, By Students”
- The Blue Hen Poll is a “Tool”



Topics

- Texting during classes
- Smoke free campus
- Protest free campus
- Opinions on Wings of Hope sculpture
- Social responsibility vs. fiscal responsibility
- Opinions on diversity
- Interest in politics
- Planned involvement in politics
- Vote intentions and choices for the fall election
- Student experiences at UD
- Positive and negative interactions with groups at UD
- Winter Session
- Study abroad participation
- Experiences with Law Enforcement
- Perceived support and well-being
- Stress and Health
- Perceived dangers of substances
- Reasons for choosing UD
- Commitment to UD as Alumni
- What students expect from UD
- Climate for groups at UD



BLUE HEN POLL METHODOLOGY

Andrew Hellwege



Methodology

- Public opinion of full-time undergraduates at Newark campus
- Sample of 5,000 students
 - *Census* of racial minority students
 - *Random sample* of white and international students
- Weighted data to ensure representativeness of results

Methodology

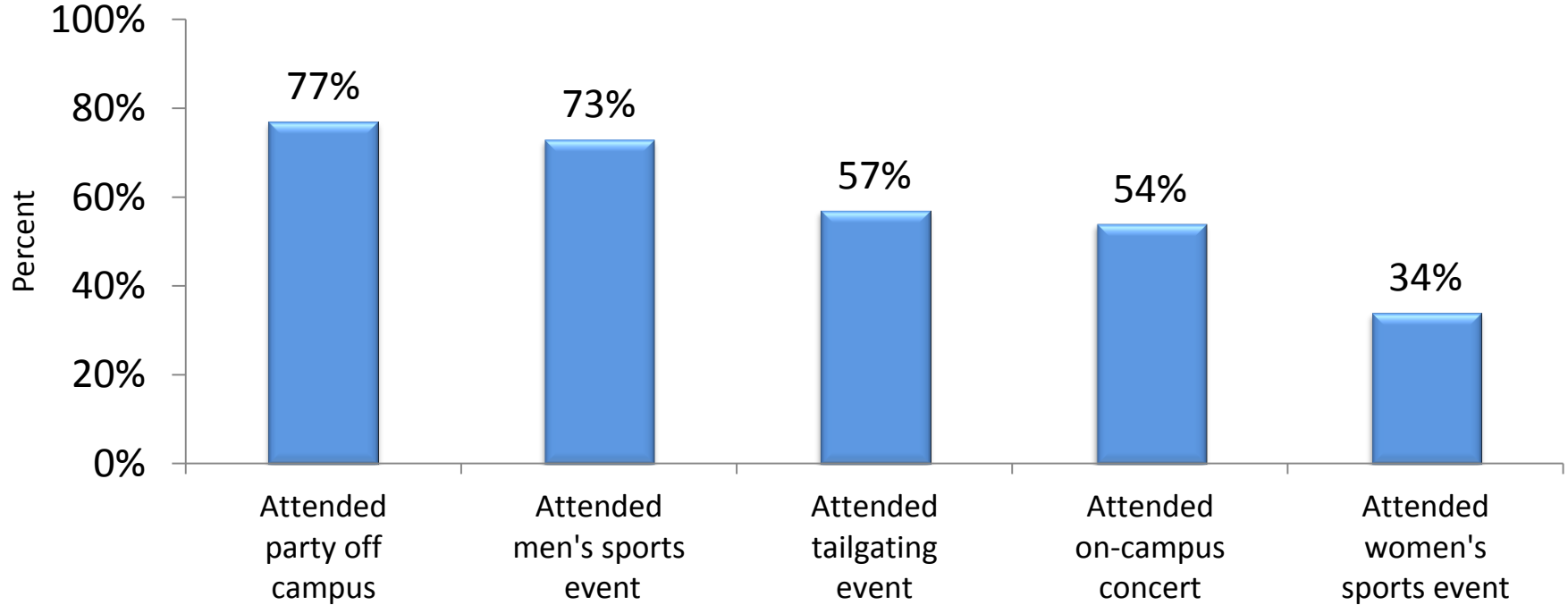
- Web survey
 - Inexpensive and convenient
- Survey conducted between March 11 – April 9
 - Reminder emails sent out
- Response rate: 32%
 - Approximately double average response rate of surveys at UD

Methodology

- Working sample: 1,312 respondents
 - Margin of error approx. +/- 3%
- Completion rate: 70%
- On average, poll took approx. 26 minutes to complete

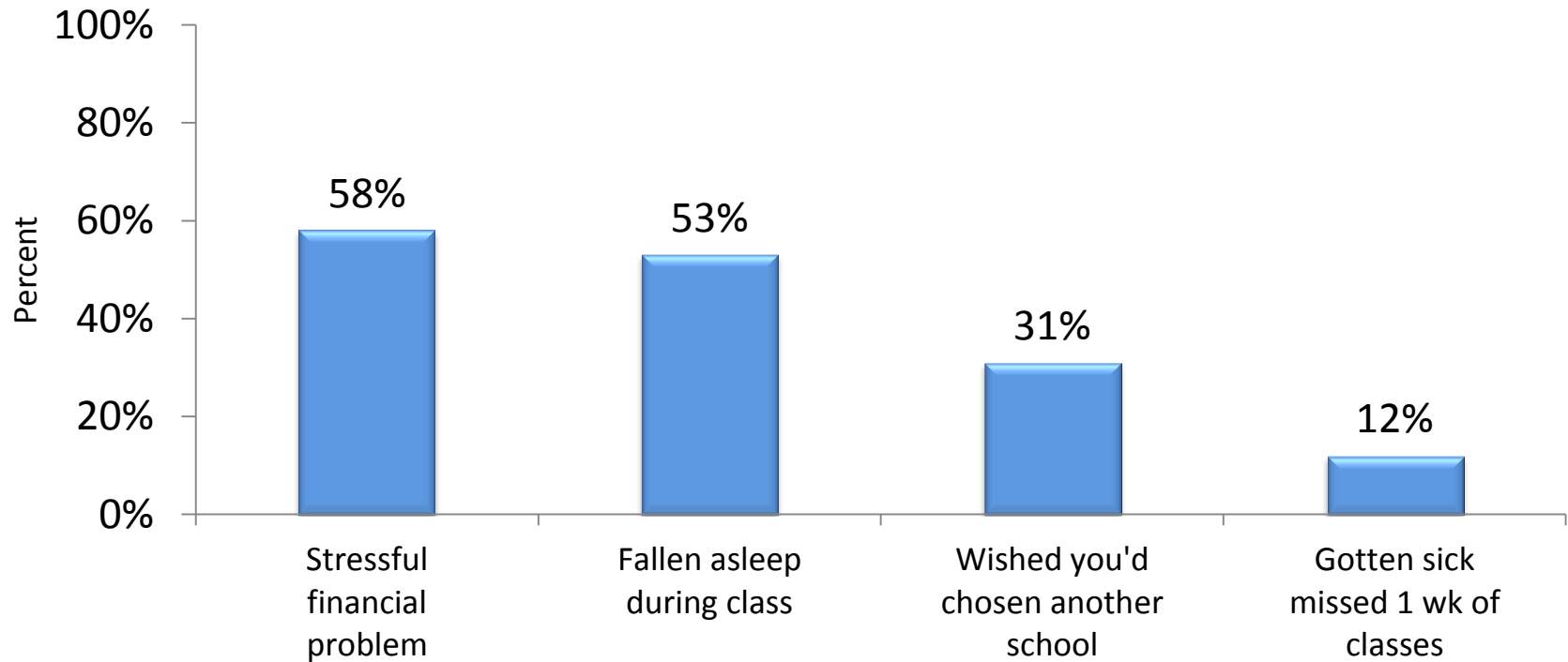
Student Experiences: UD Events

*Have you experienced the following?
(% saying "yes")*

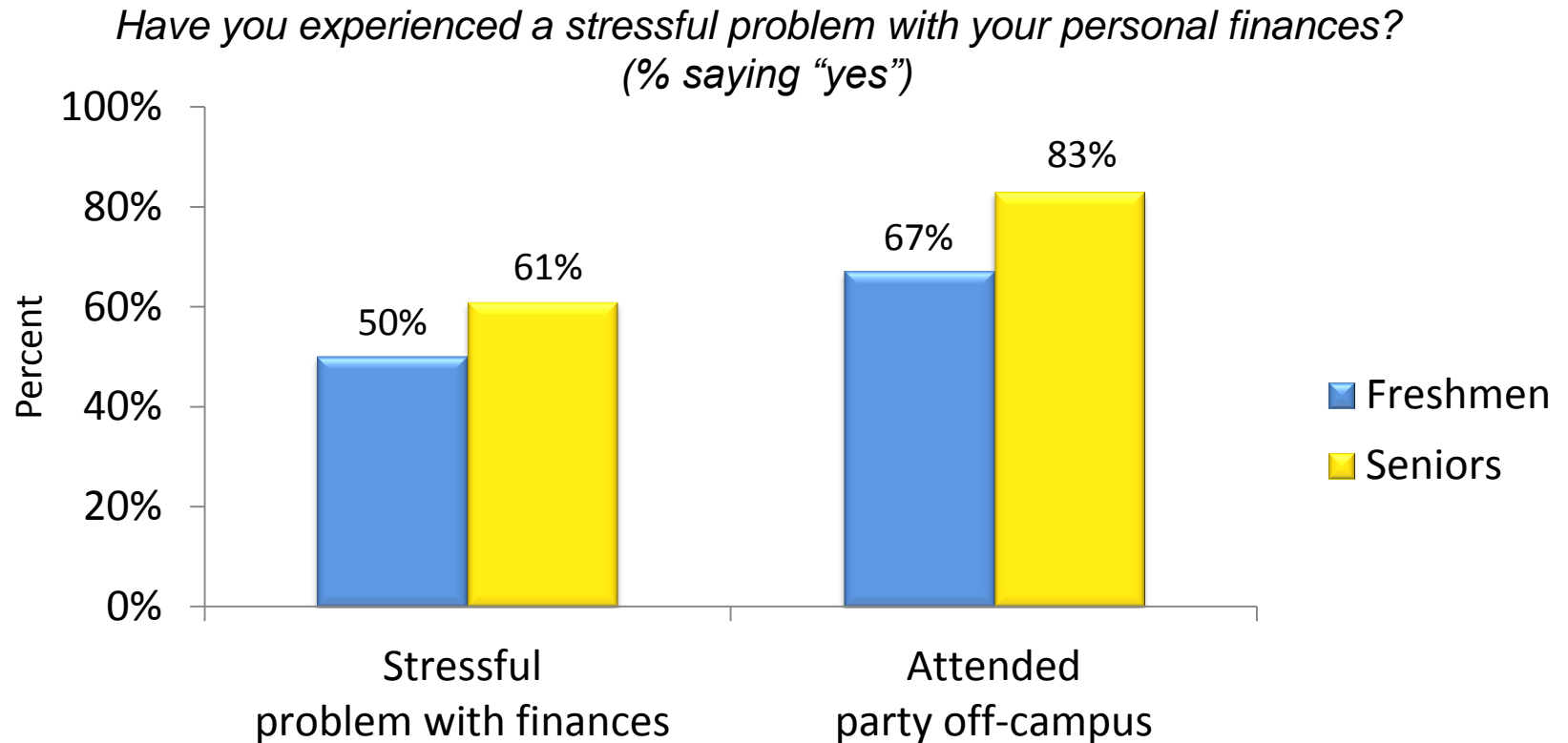


Student Experiences: Life Events

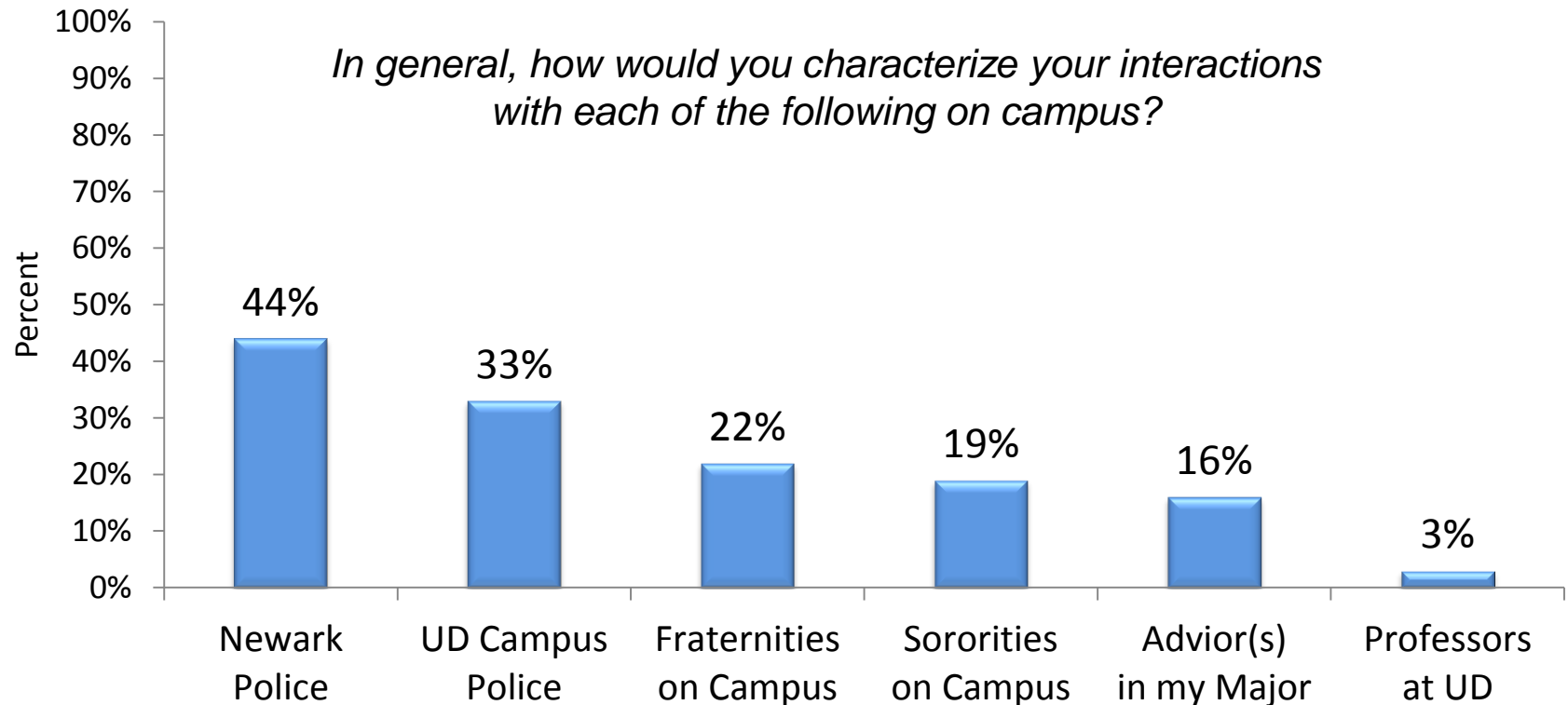
*Have you experienced the following?
(% saying “yes”)*



Class Differences in Student Experiences



Negative Student Experiences: Interactions at UD

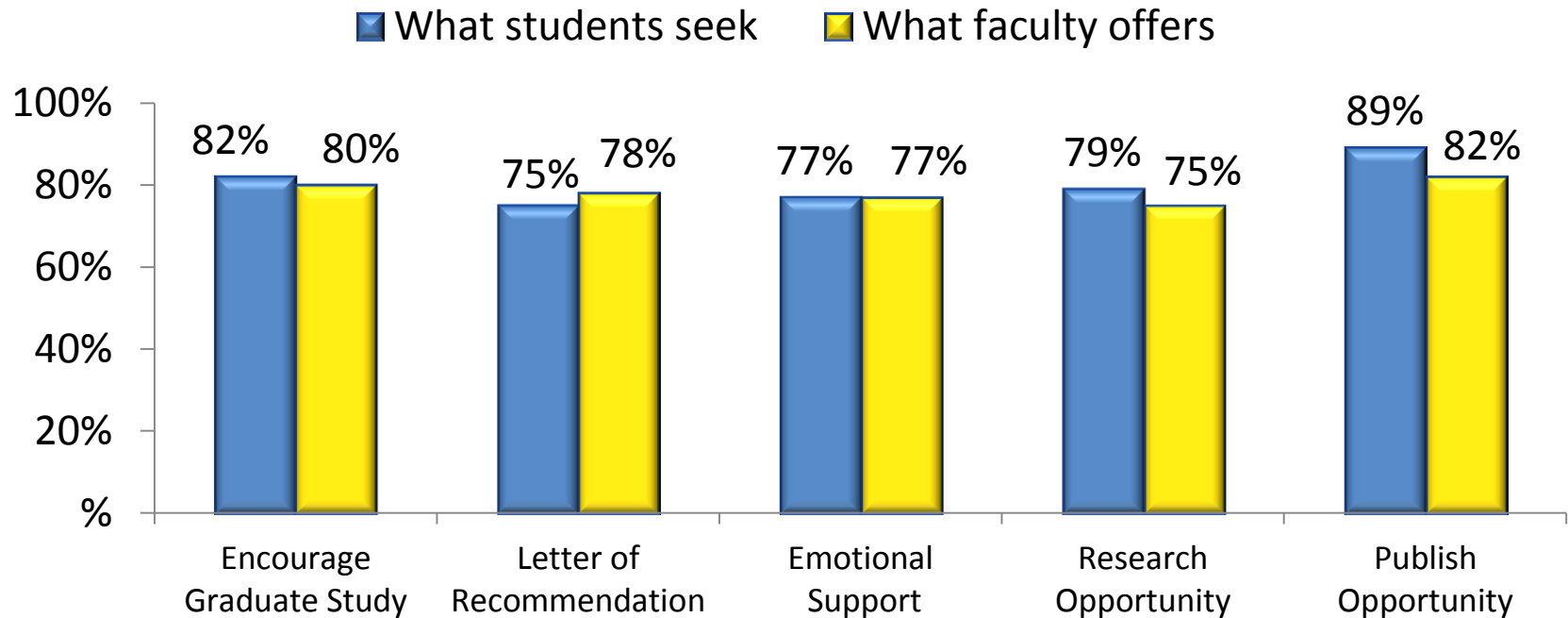


Report Card: Selected UD Performers

	A	B	C	D/F	GPA
Pres. Harker Job Performance	19%	38%	27%	17%	2.50
Professors	21%	53%	21%	4%	2.90
Career Support Services	27%	43%	22%	8%	2.87
Varsity Athletics	19%	49%	26%	10%	2.69
Academic Quality of Fellow Students	18%	50%	27%	6%	2.79

University Focus: Supply and Demand

% having sought/been offered





Dare to be first.



SATISFACTION WITH THE UNIVERSITY OF DELAWARE

Sarah Kenyon-Dioso

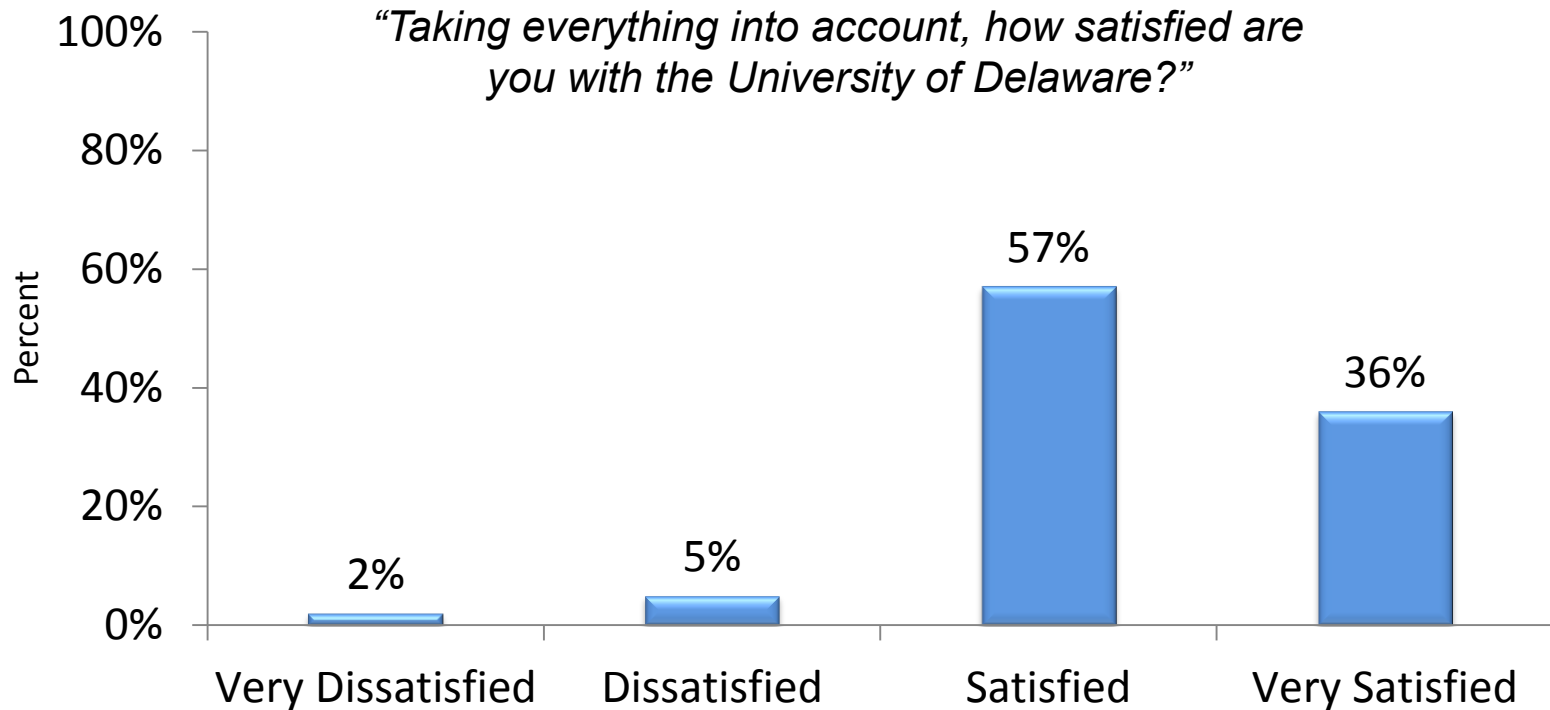


Main Points

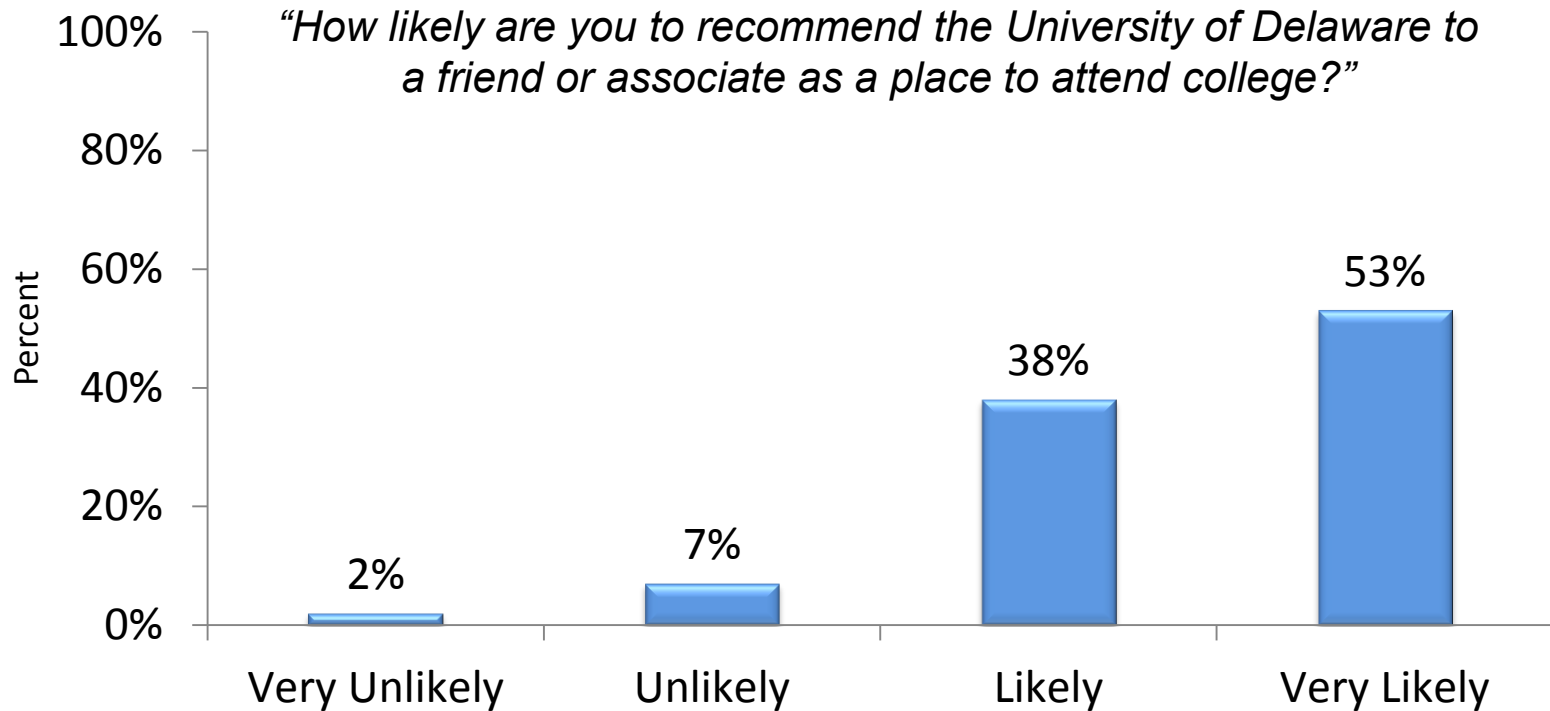
- Students are satisfied with UD
- Satisfaction has increased over time
- Students have definite plans post-graduation
 - No real changes over time



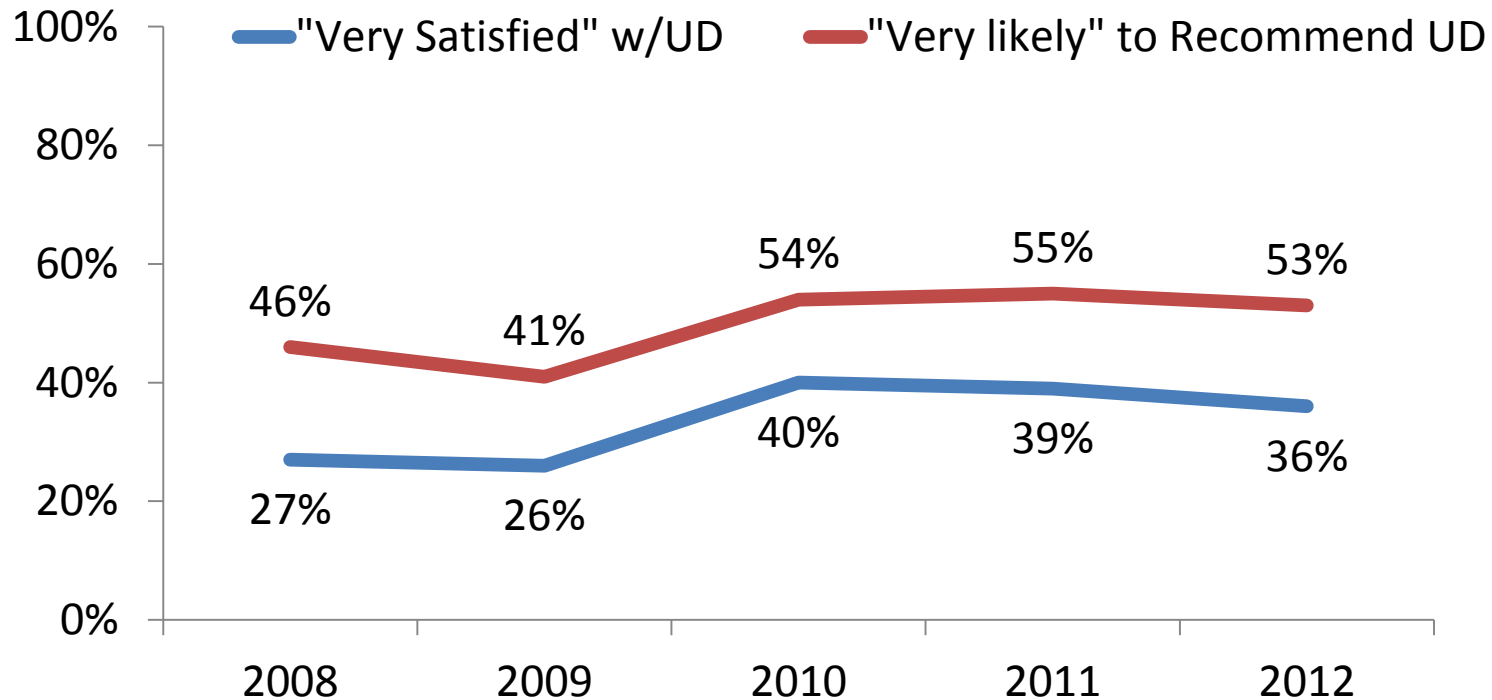
Student Satisfaction with UD



Recommending UD

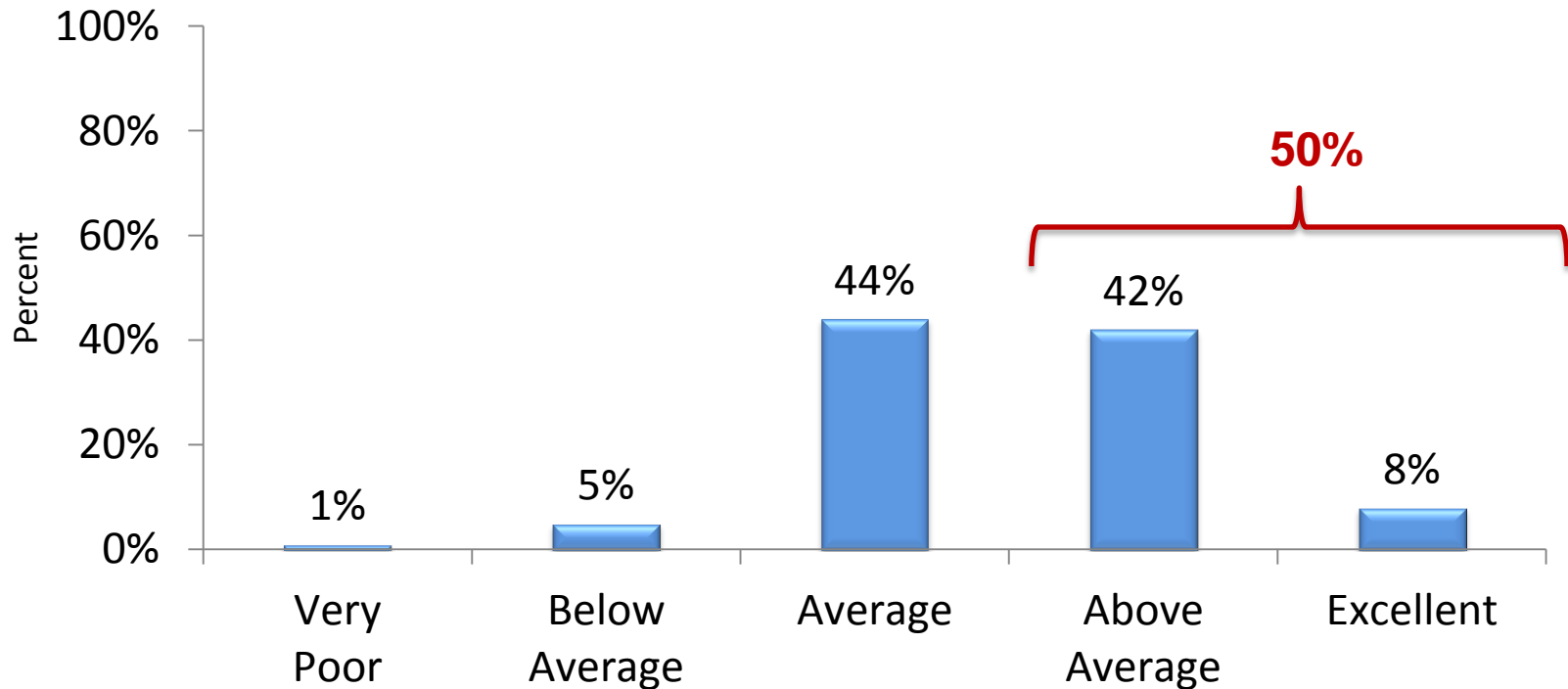


Increases in the “Highest Levels”



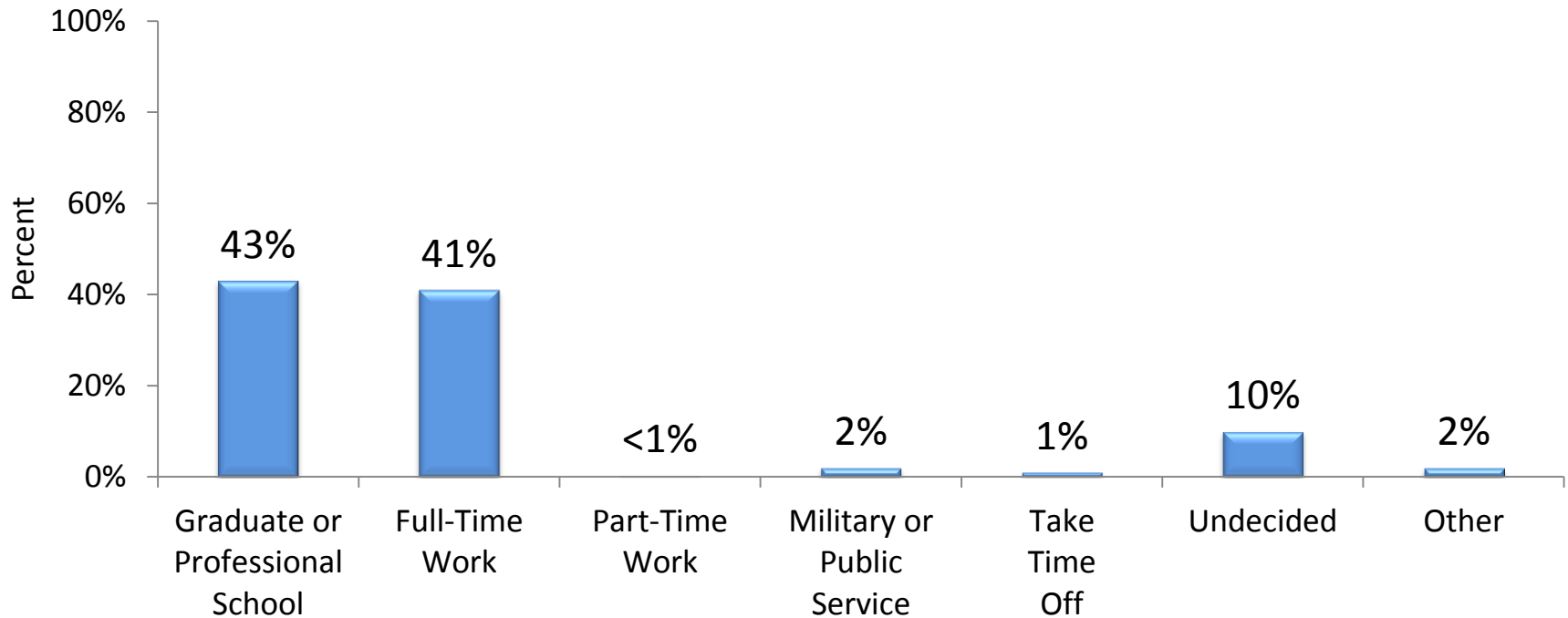
Has UD Prepared Students for Life

Please rate how well UD has prepared you for life after graduation.



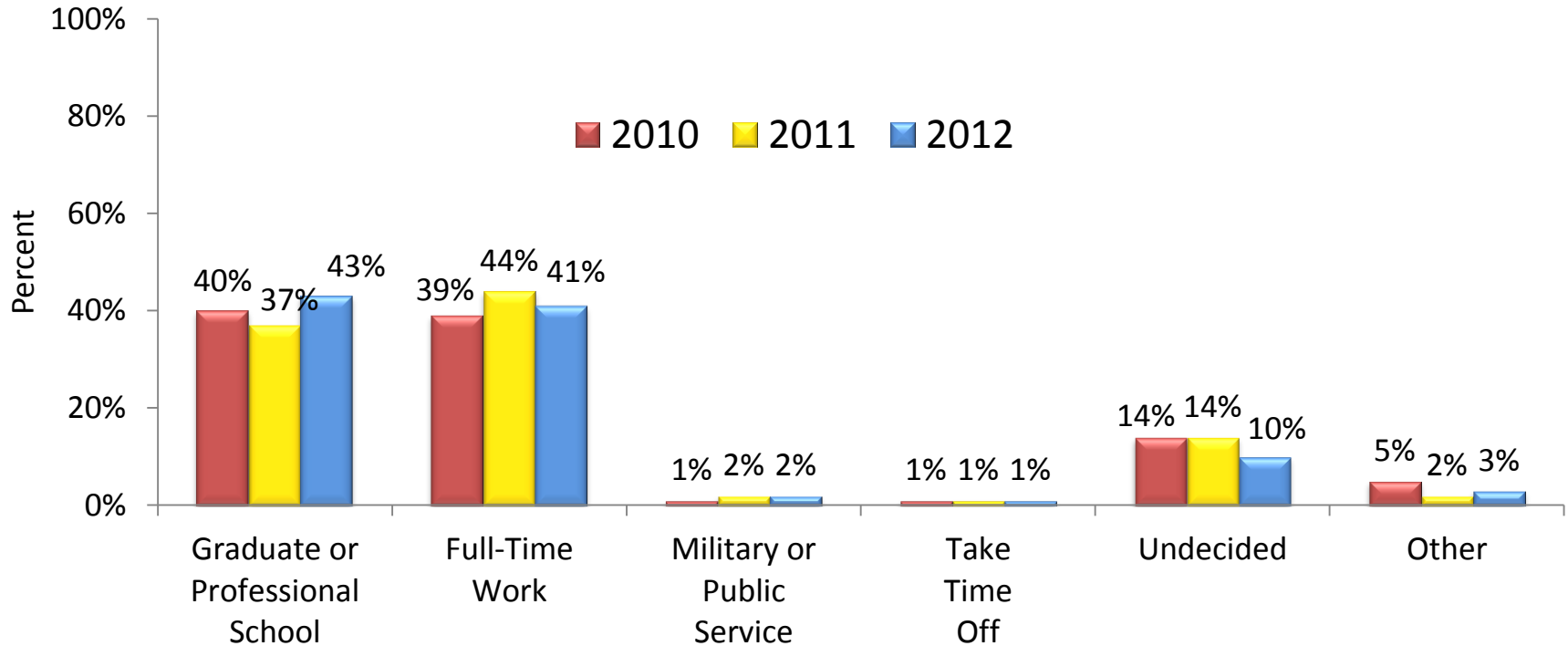
Post-Graduation Plans

Which of the following BEST describes your post-graduation plan?



Post-Graduation Plans

Which of the following *BEST* describes your post-graduation plan?





WHAT'S IN THE MINDS OF STUDENTS

Danielle M. Estill

Why do students attend UD?

- Why UD?
- Expectations from college experience
- Connections to UD post-graduation



Picking a college or university is a tough decision.



BROWN



There are 4,495 colleges/universities/junior colleges in the United States.

With so many choices, why attend the University of Delaware and what do students expect from a college experience?

Why did you decide to attend UD?

*How accurately does each of the following statements describe your decision to attend UD?
(0 is not at all accurate and 5 is completely accurate).*

Q1: UD was **close to home**

Q2: I have one or more **family members** who **attended UD**

Q3: UD offered a **diverse learning environment**

Q4: I already **knew people at UD**

Q5: UD's **academic reputation**

Q6: UD was my **#1 choice**

Q7: I had a **positive interaction with** one or more **faculty** from UD

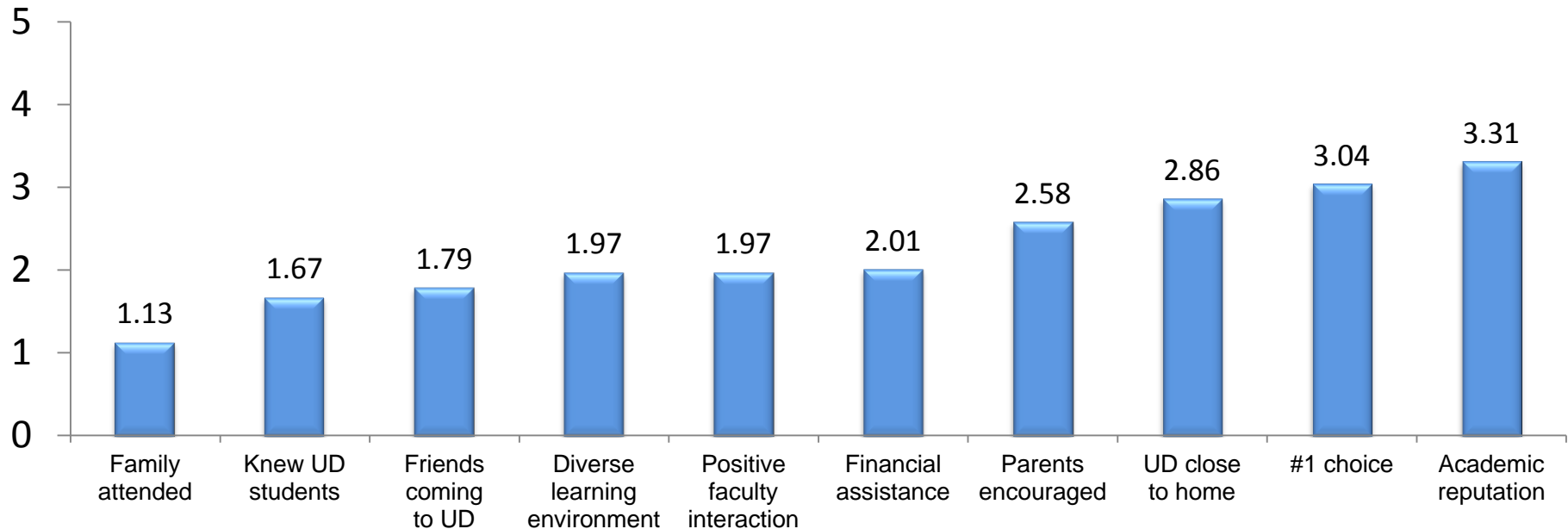
Q8: My **parents** encouraged me to choose UD

Q9: UD offered me the **best financial assistance** package

Q10: I **knew friends** who were coming to UD

Why did you decide to attend UD?

*How accurately does each of the following statements describe your decision to attend UD?
(0 is not at all accurate and 5 is completely accurate).*



Expectations about College Experience

*When it comes to your college experience, how Important are the following?
(Not important, Minor Importance, Important, Critical)*

Q1: **Preparing** you **for a career of profession**

Q2: **Exposing** you to **new ideas**, knowledge, and intellectual challenges

Q3: Acquiring values, habits, and skills to **prepare you for life**

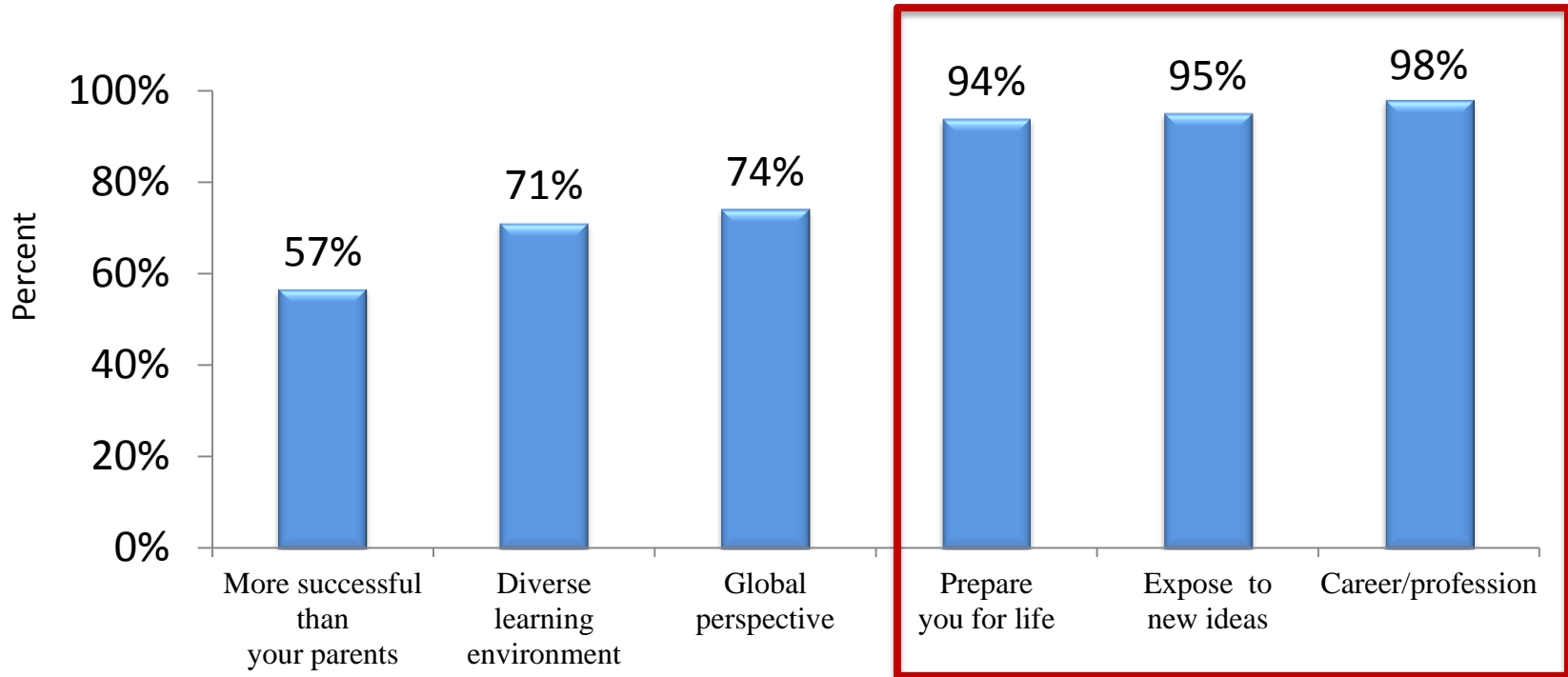
Q4: Enabling you to become **more successful** than your parents

Q5: Experiencing a **diverse social environment** that mirrors the real world

Q6: To develop a **global perspective** that prepares me for a global society

Expectations of UD

Which of the following experiences at UD are either “important” or “critical”?



Post-Graduation Ties to UD

*Once you graduate from UD do you see yourself doing any of the following:
(Yes, Maybe, No)*

Q1: **Contributing money** to the university

Q2: **Attending** fall **homecoming** events

Q3: Keeping the university **up to date** on your **contact information**

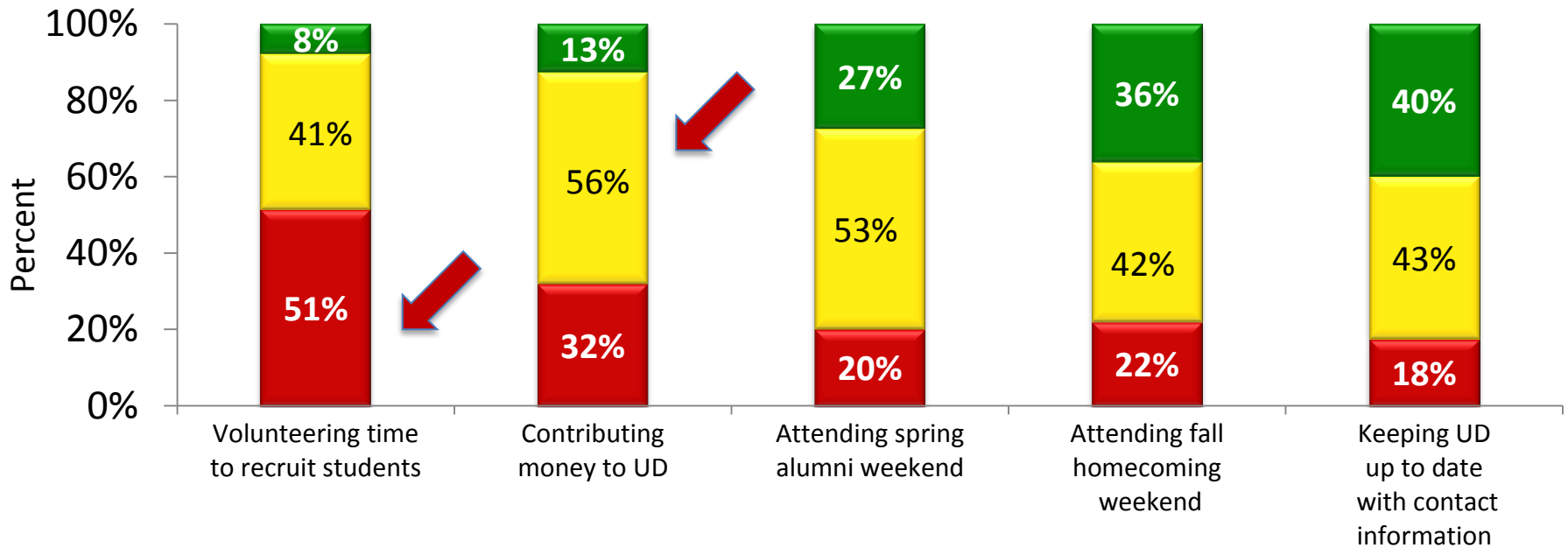
Q4: **Attending** spring **alumni weekend**

Q5: **Donating time** to recruit university students

Post-Graduation Ties to UD

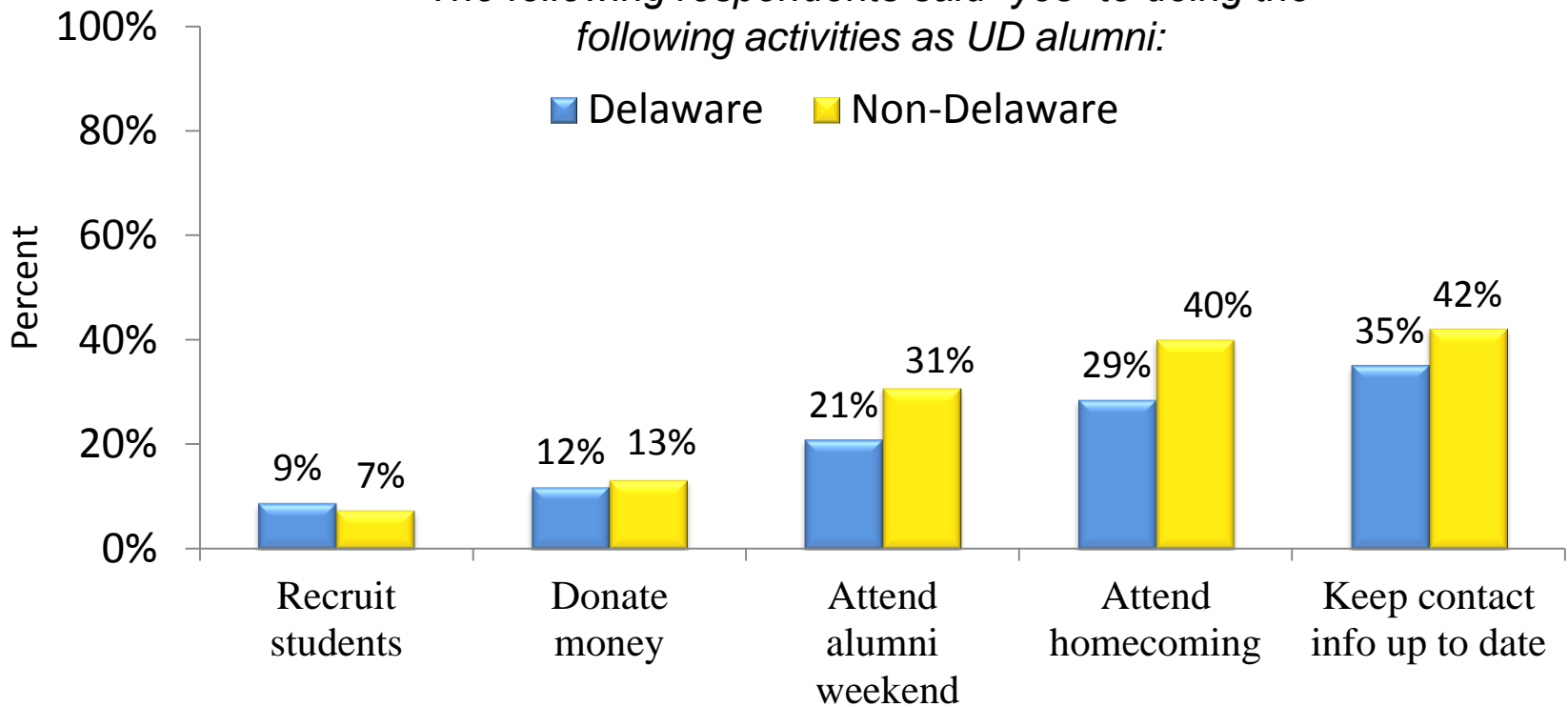
Once you graduate from UD, do you see yourself doing any of the following?

■ No ■ Maybe ■ Yes



Commitment to Delaware: Return on Investment?

The following respondents said “yes” to doing the following activities as UD alumni:





RIGHTS AND LIBERTIES ON CAMPUS

Byron Garmon



Do Students Want a Smoke Free Campus?

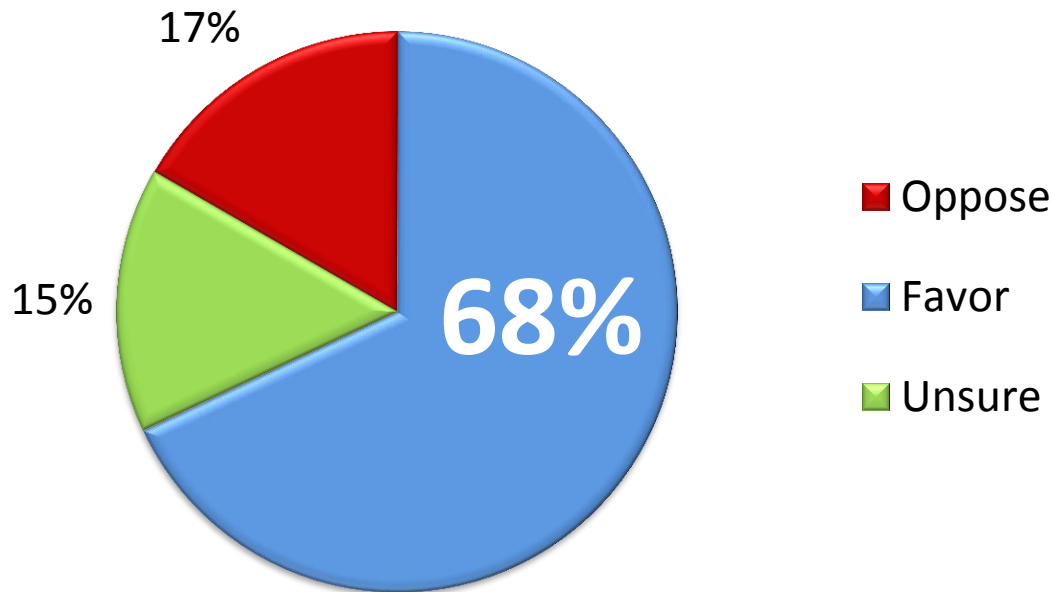
- 43 million (19.3%) adults aged 18+ smoke
- National Estimates^a
 - 21.5% of adult men smoke
 - 17.3% of adult women smoke
- We asked students about a smoke free campus



^a CDC Morbidity and Mortality Weekly Report 2011;60(33):1207–12 [accessed 2012 Jan 24].

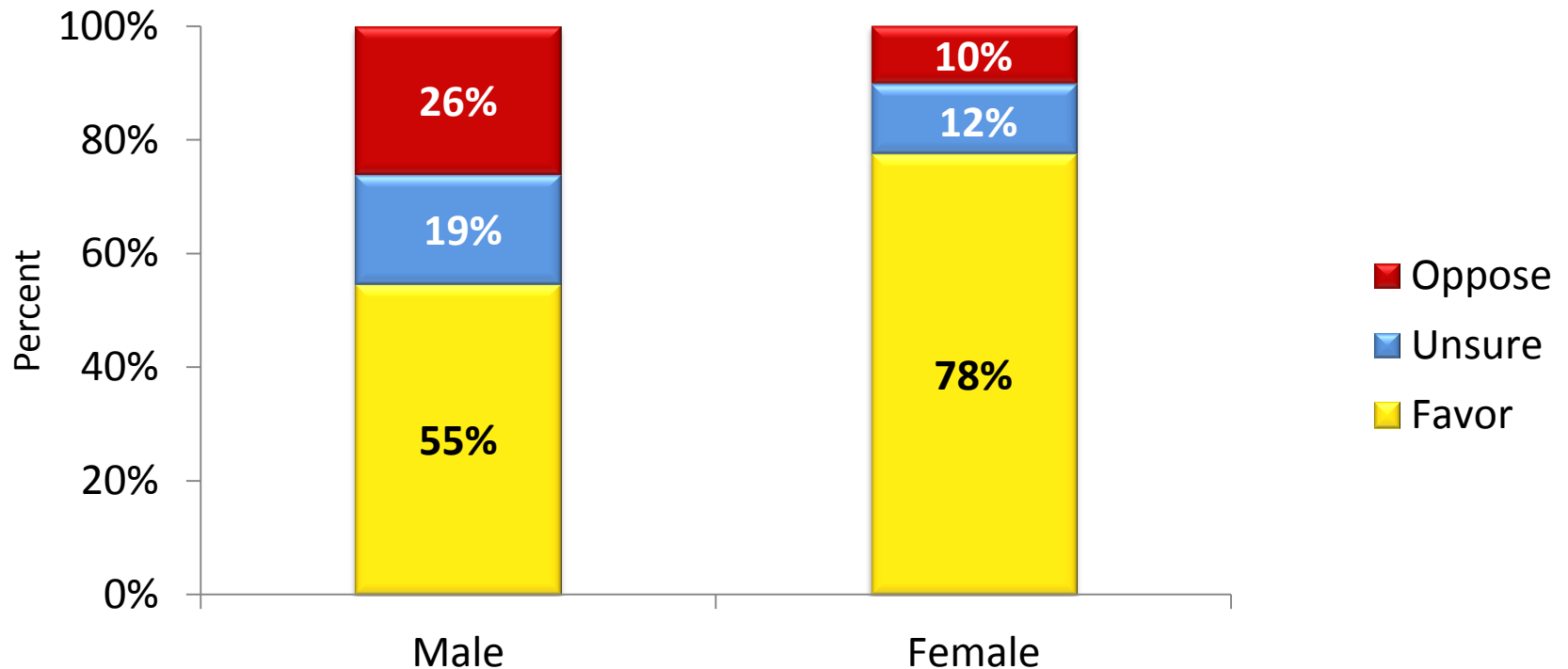
Smoke Free Campus

Would you favor or oppose UD becoming completely smoke free campus? This would include all buildings owned and operated by UD.



Gender Differences and Smoke Free Campus

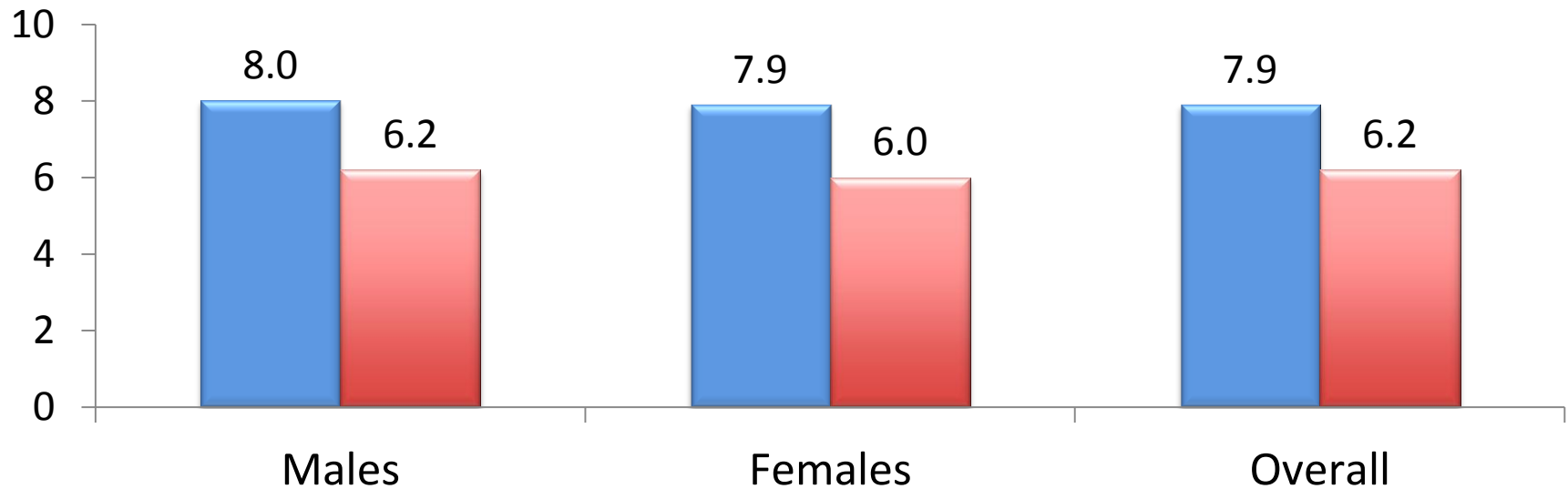
Would you favor or oppose UD becoming completely smoke free campus? This would include all buildings owned and operated by UD.



Do Perceived Dangers Affect Support?

***How dangerous are cigarettes?
(0=not at all dangerous, 10=most dangerous)***

■ Favor ■ Oppose



Public Demonstrations on UD's Campus

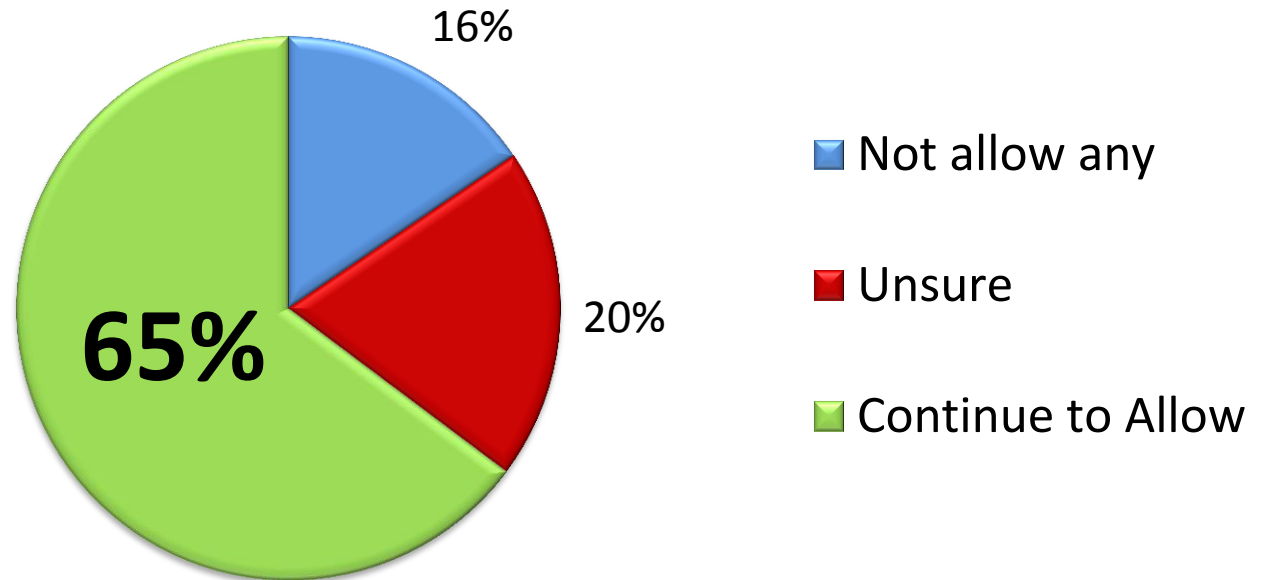
“The University of Delaware promotes an environment in which all people are inspired to learn, and encourages intellectual curiosity, critical thinking, free inquiry, and respect for the views and values of an increasingly diverse population.”

– UD Website: www.udel.edu



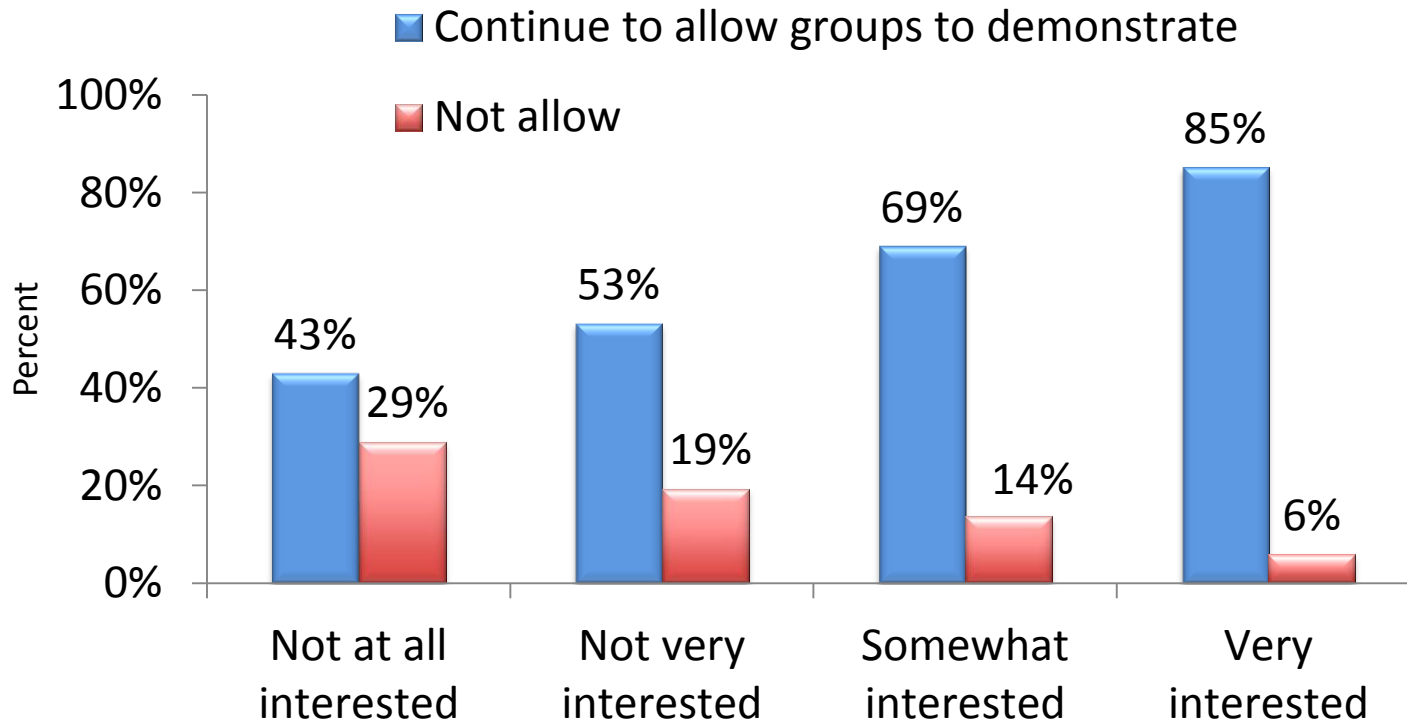
Protest and Rally Free Campus?

Do you believe that UD should continue to allow these public demonstrations, or stop them from taking place?



Public Demonstrations & Interest In Politics

Do you believe that UD should continue to allow these public demonstrations, or stop them from taking place?



Texting In Class

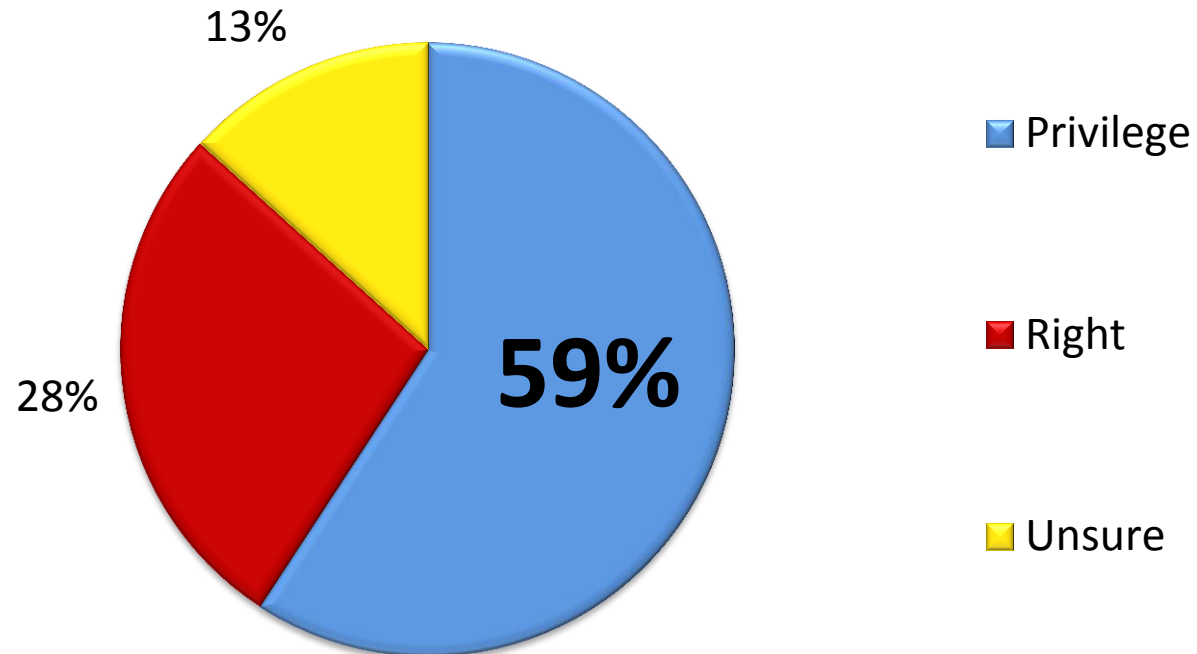
- The average number of text messages students received in class was 2.6
- Students sent, on average, 2.4 texts while in class
- Students who text more in class were
 - less attentive and
 - demonstrated lower grades



* University of Pittsburgh-Bradford study published in July 2012
National Communication Association's journal *Communication Education*.

Is texting a right or a privilege?

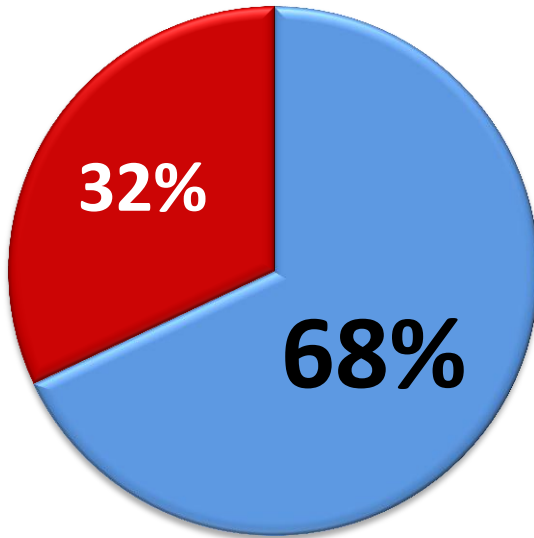
Do you feel that TEXTING DURING CLASS, is a “right” that cannot be taken away by a professor, or a “privilege” to be determined by the class’s professor?



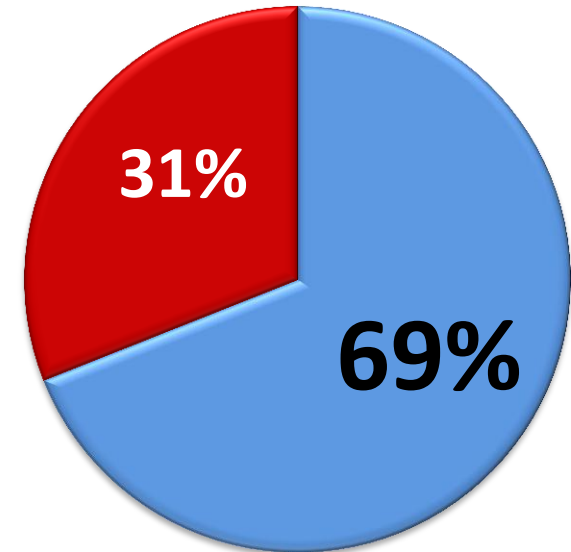
Settled Matter: Texting is a Privilege?

Do you feel that TEXTING DURING CLASS, is a “right” that cannot be taken away by a professor, or a “privilege” to be determined by the class’s professor?

2012



2011

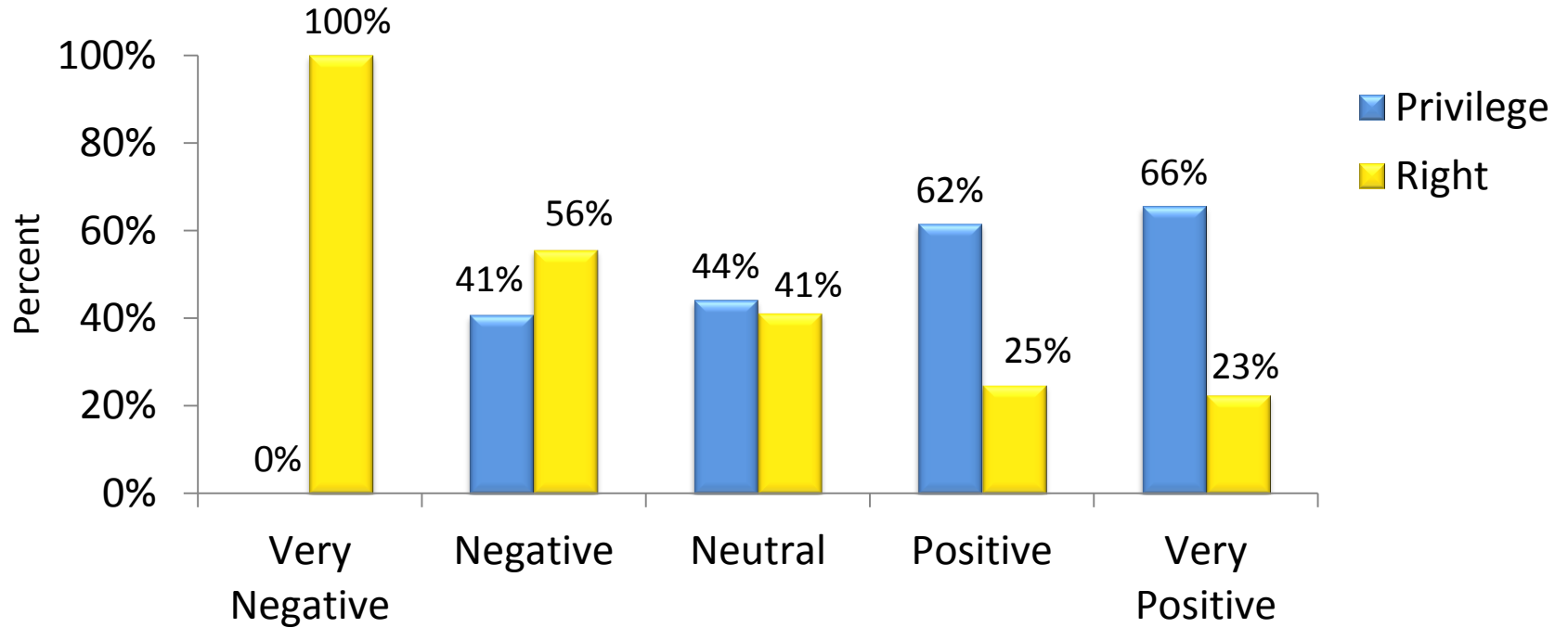


■ Privilege

■ Right

Interactions with Professors Drive Opinion

How would you characterize your interactions with **Professors at UD**?





CHANGE ON CAMPUS WINGS OF THOUGHT STATUE & SOCIAL RESPONSIBILITY

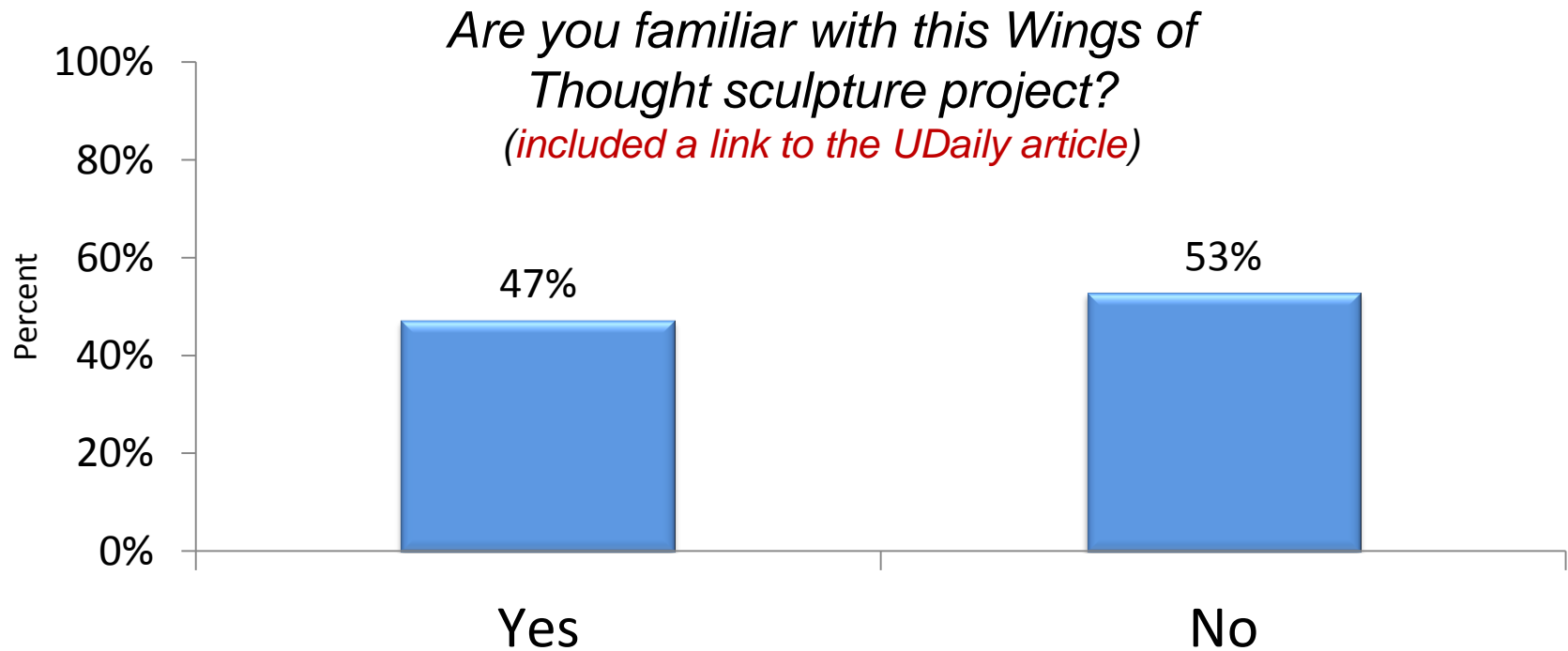
Michael Brophy

Wings of Thought Statue

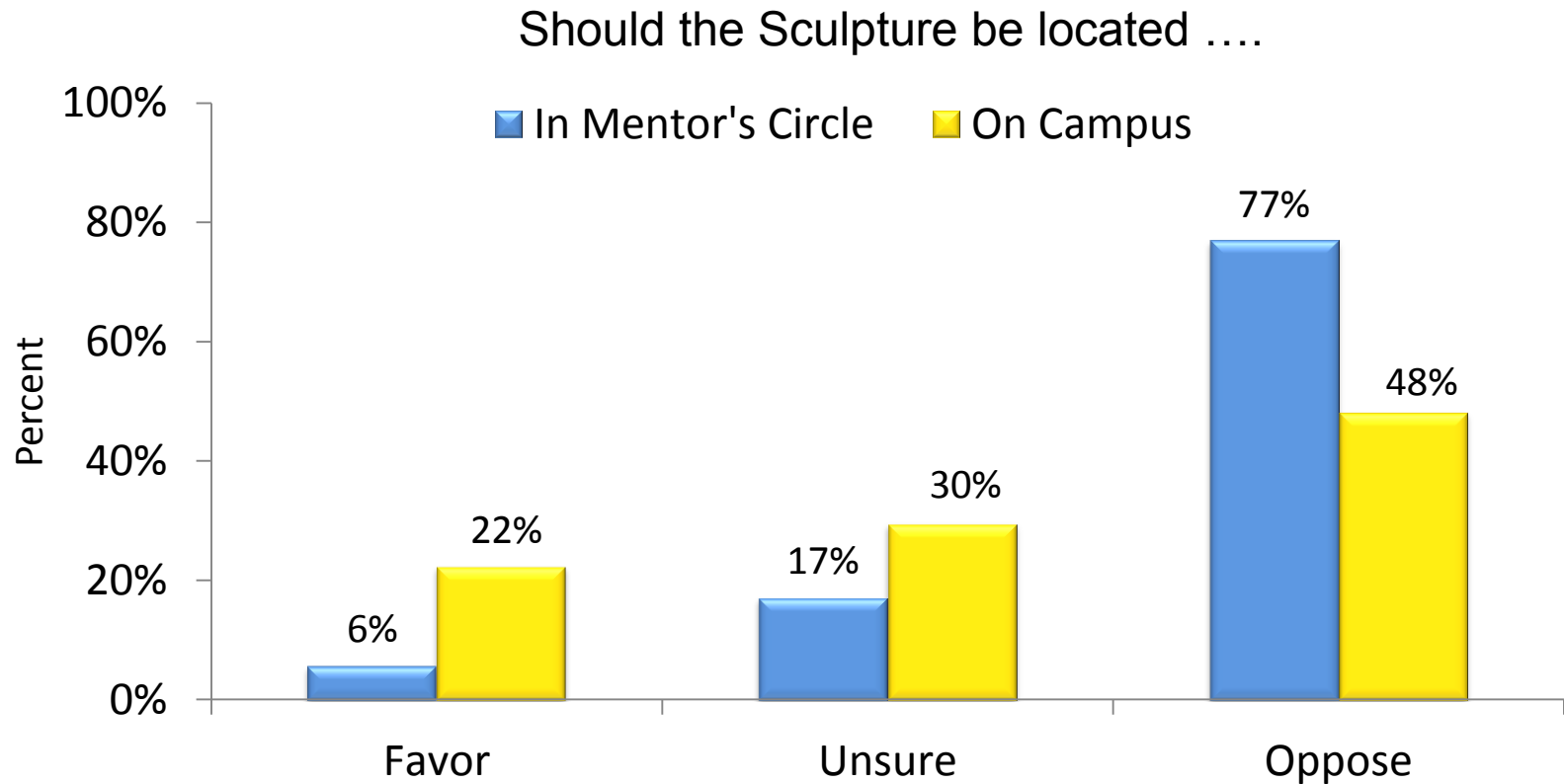
- Constructed Spring 2012 and located in Mentor's Circle
- Commemorates Rev. Francis Allison
- Examined student feelings towards statue



Student Knowledge of Statue

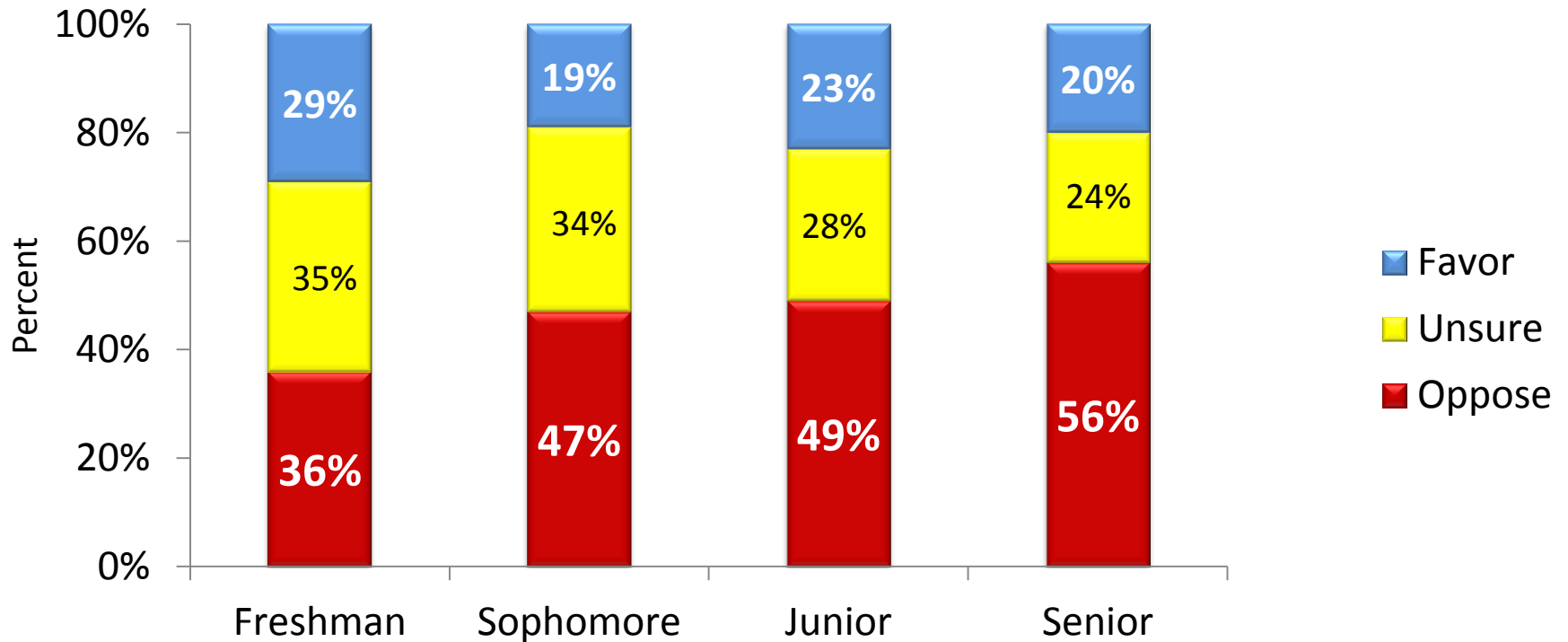


Do Students Favor or Oppose the Sculpture



Student Feelings Towards Having Sculpture on Campus

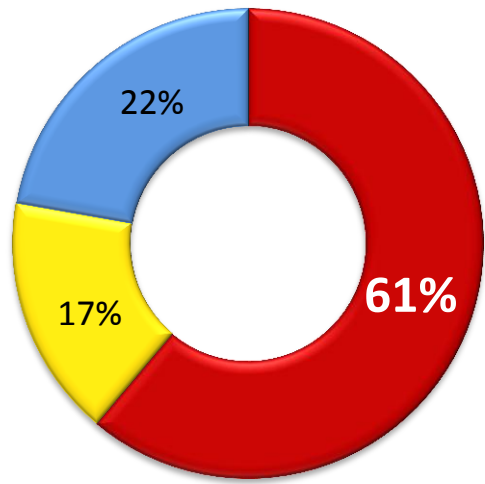
*Do you favor or oppose having the sculpture on **campus**?*



Agree or Disagree: Student Opinions Mattered

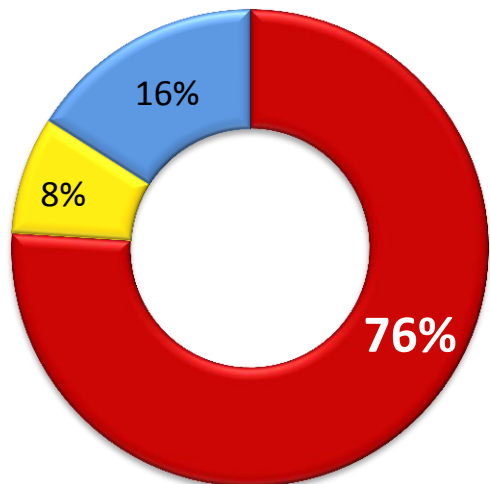
Please indicate the extent to which you agree or disagree, student opinions were important in the decision to locate the sculpture.

Favor Statue on Campus



- Disagree
- Unsure
- Agree

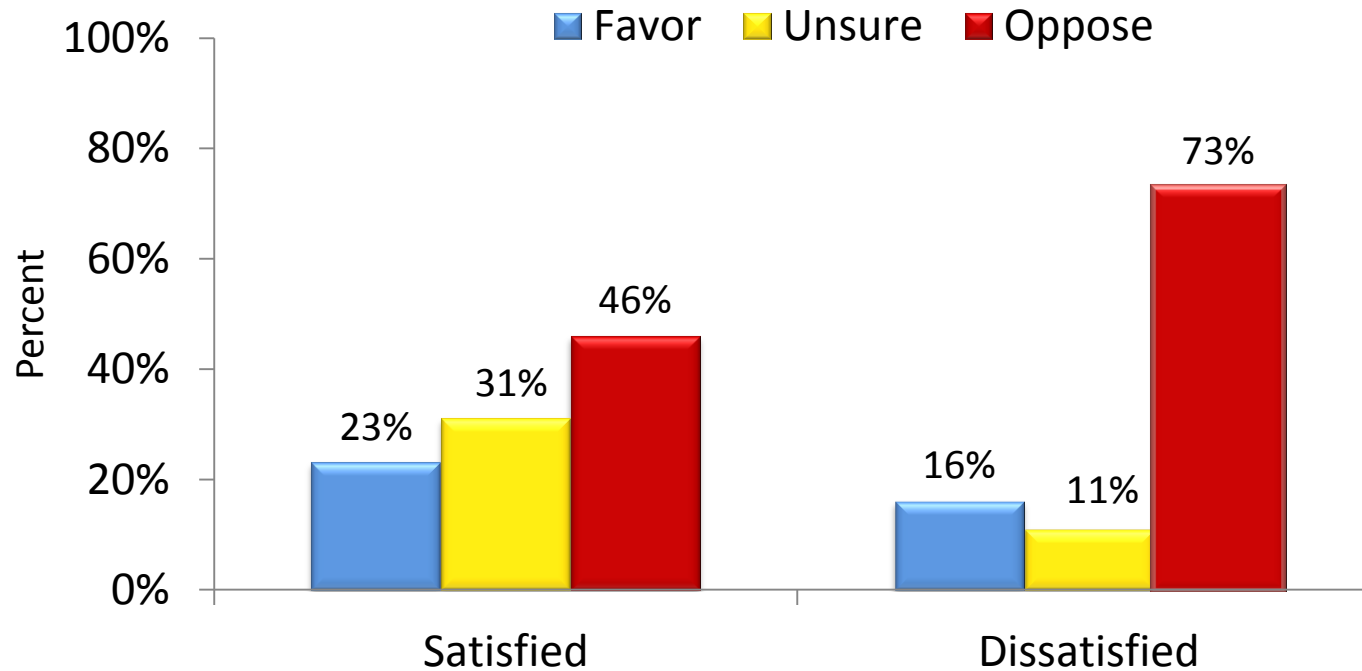
Oppose Statue on Campus



- Disagree
- Unsure
- Agree

Satisfaction with UD & Wings of Thought

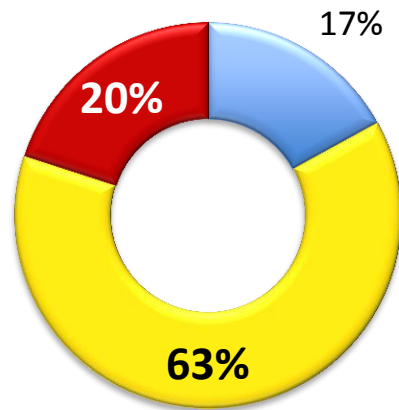
Taking everything into account, how satisfied are you with the University of Delaware?



Will You Contribute Money to Help UD?

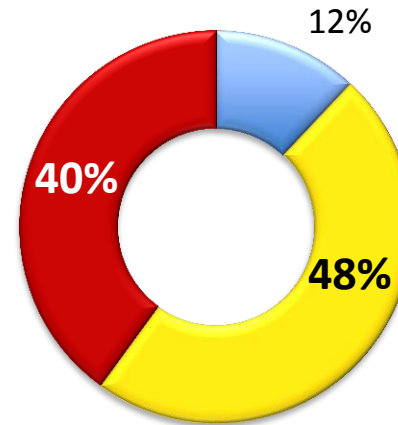
Once you graduate from UD, do you see yourself contributing money to the university?

Favor Statue on Campus



- Will Donate
- Maybe
- Will Not Donate

Oppose Statue on Campus



- Will Donate
- Maybe
- Will Not Donate

Social vs. Fiscal Responsibility

- 2011 Nielson Report: People want to buy socially responsible but not pay extra for it
 - 64% would rather buy from socially responsible company
 - 35% willing to pay extra for a product from socially responsible company

Social vs. Fiscal Responsibility

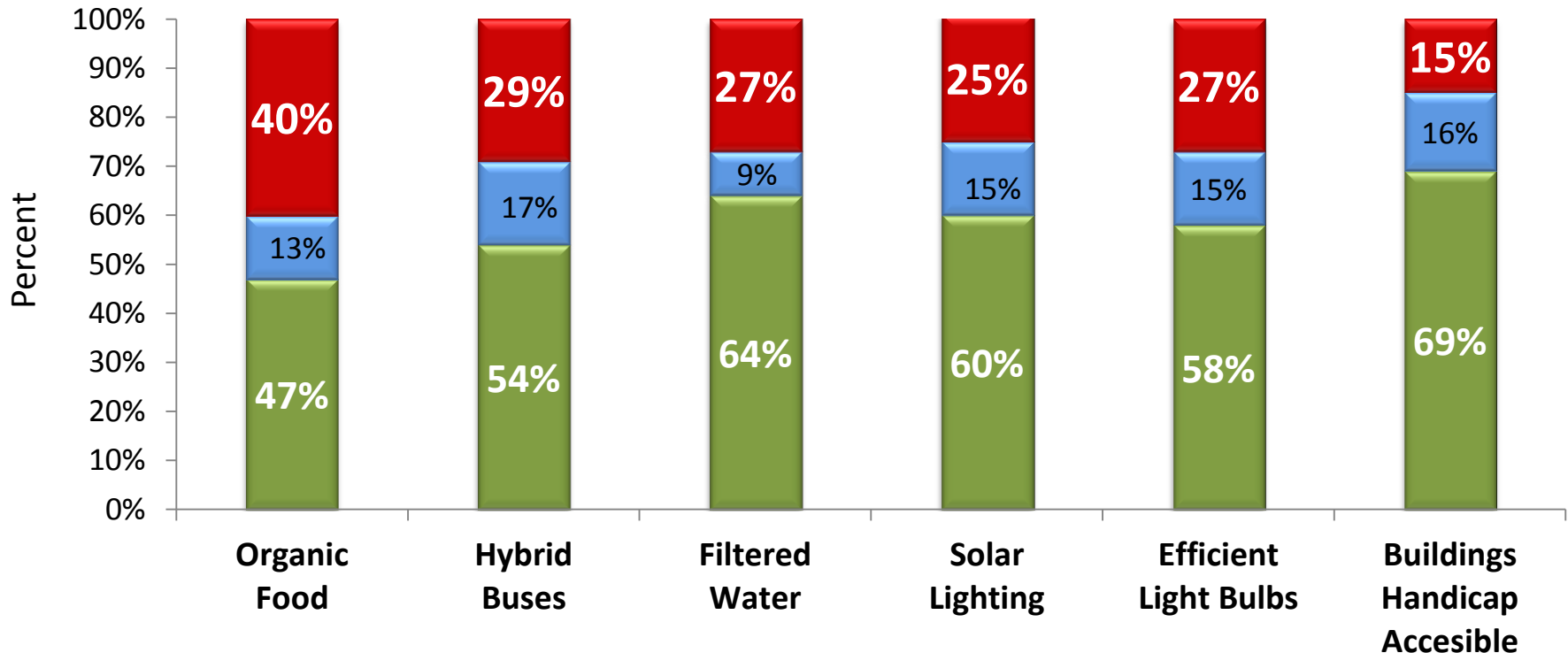
How much would you be willing to support the following initiatives **if it meant an increase of \$25 to tuition and fees?**

- Organic food in Dining Hall
- Hybrid Buses
- Filtered Water
- Outdoor Solar Lighting
- Energy Efficient Light Bulbs
- All Buildings Handicap-Accessible



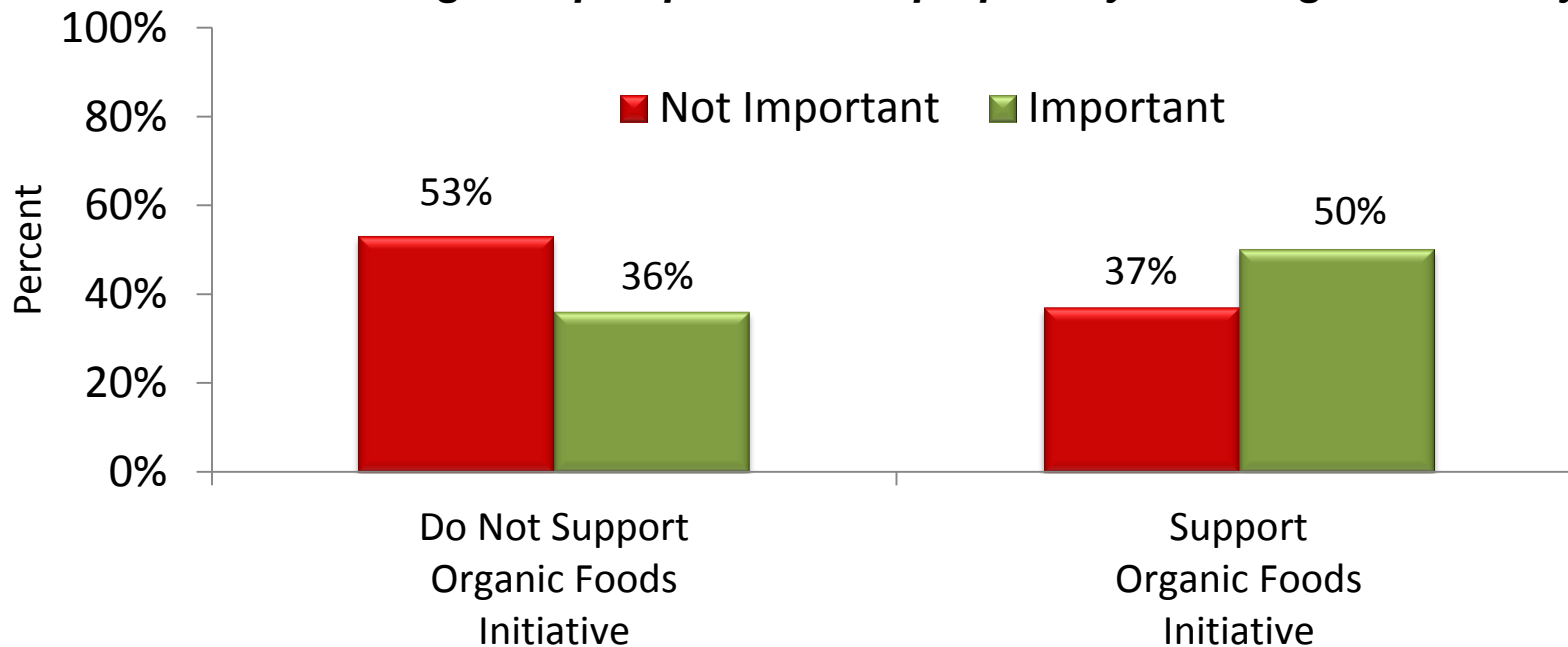
Support for Social Responsibility Activities (What does \$25 Get us?)

■ Yes ■ Unsure ■ No



Importance of Developing Global Perspective

When it comes to your experience at UD, how important is developing a global perspective that prepares you for a global society?





PERCEIVED CLIMATE FOR DIFFERENT GROUPS & CONFLICT RESOLUTION

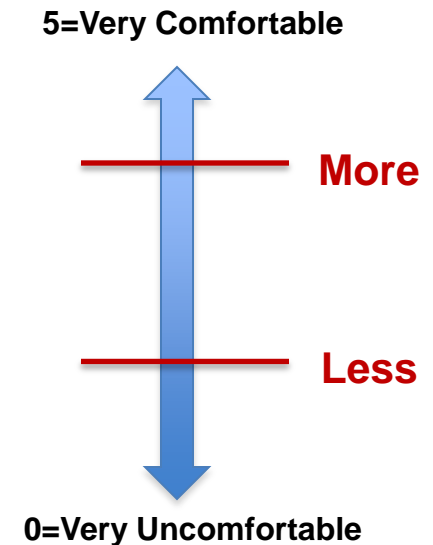
Emiley P. Conboy



Perceived Climate on Campus

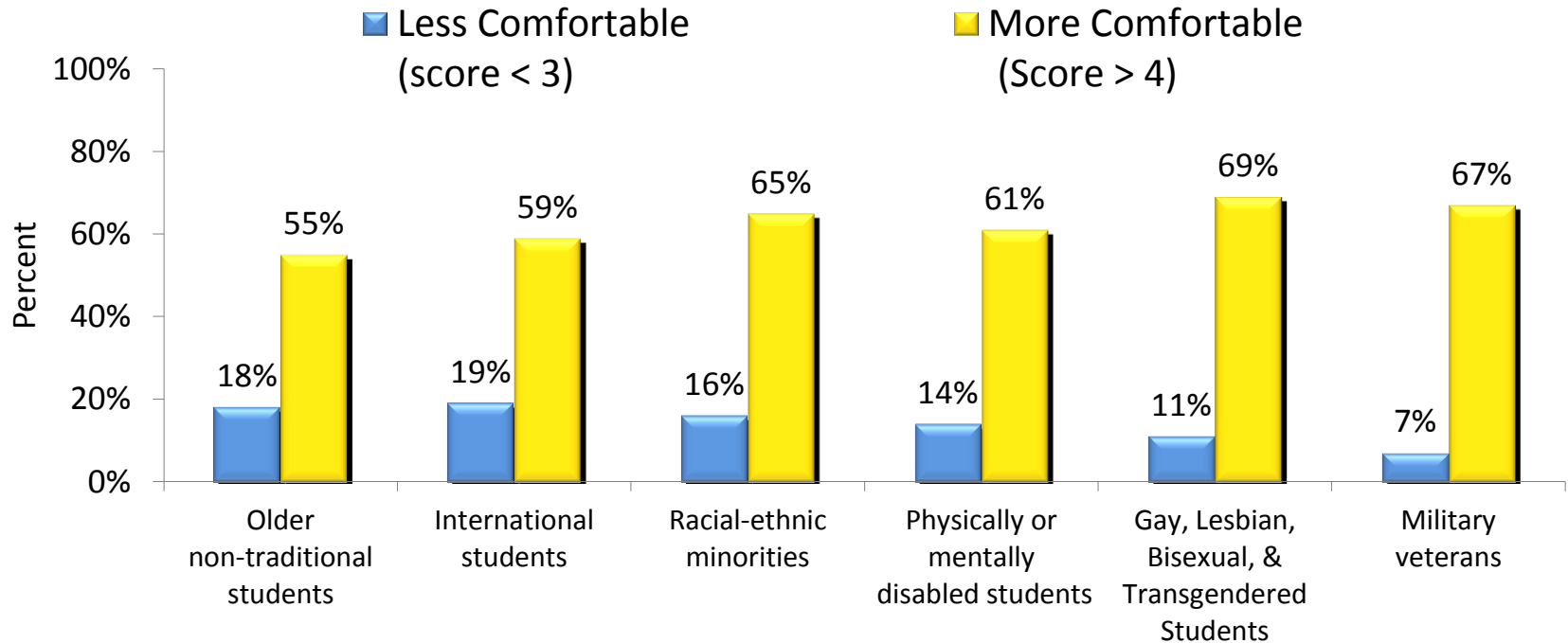
Based on perceptions and experiences how comfortable is the climate for the following groups

- International Students
- Older non-Traditional Students
- Racial-Ethnic Minorities
- Physically or Mentally Disabled Students
- Gay, Lesbian, Bi-Sexual, and Transgendered Students
- Military Veterans



Climate for Selected Groups at UD

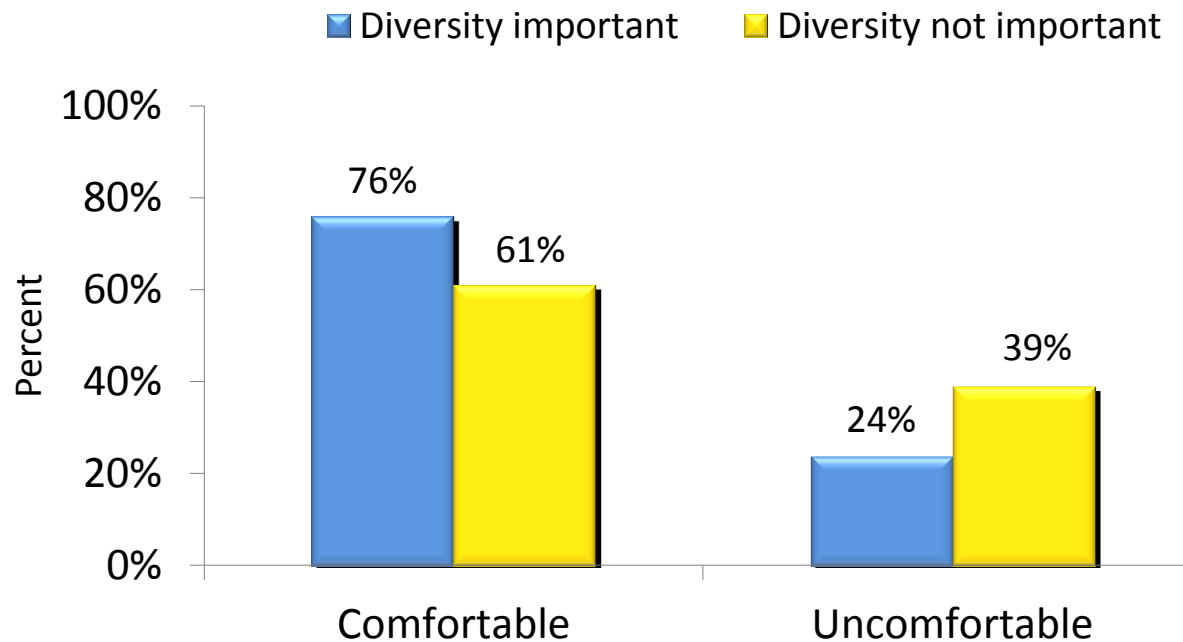
What is the perception about how comfortable the climate is at the University of Delaware for groups?



Wanting a Diverse Environment Matters in Comfort

Decision to attend UD:

How Important was a socially diverse learning environment?



Conflict Resolution at UD

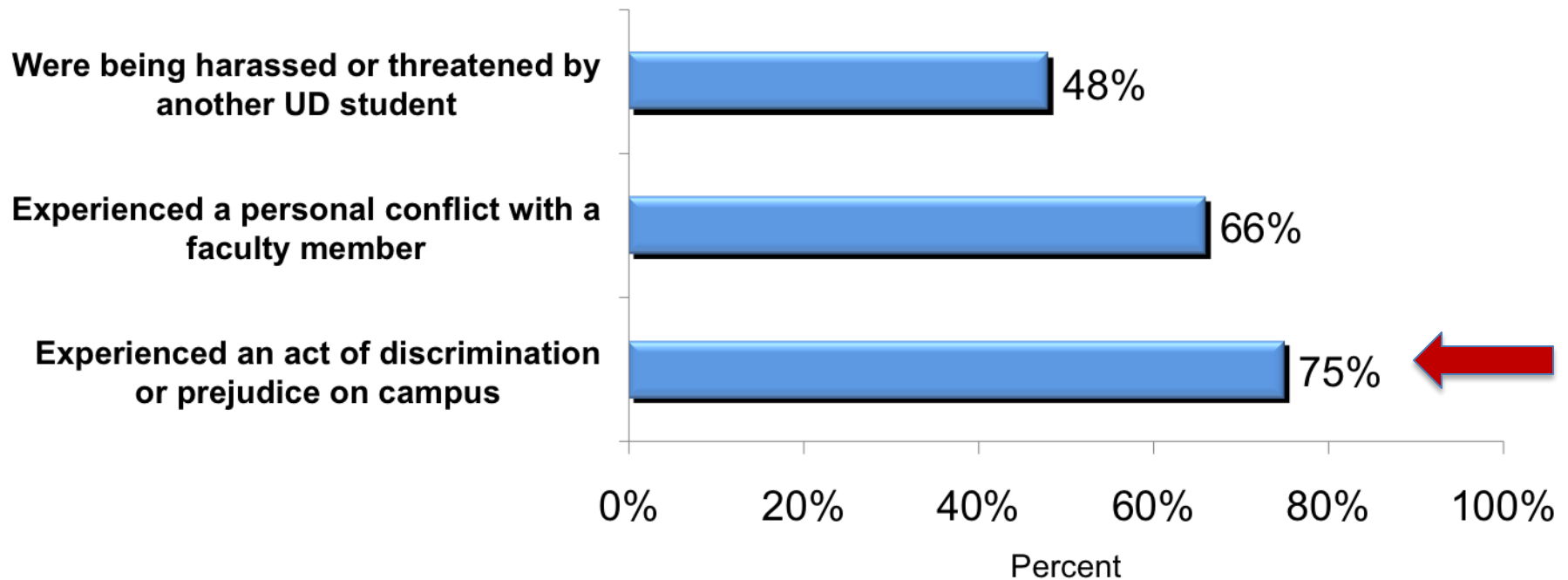
Do you know where to go if you experienced...

1. Being **harassed or threatened** by a UD student
2. A **personal conflict with a faculty member**
3. An **act of discrimination or prejudice** on campus



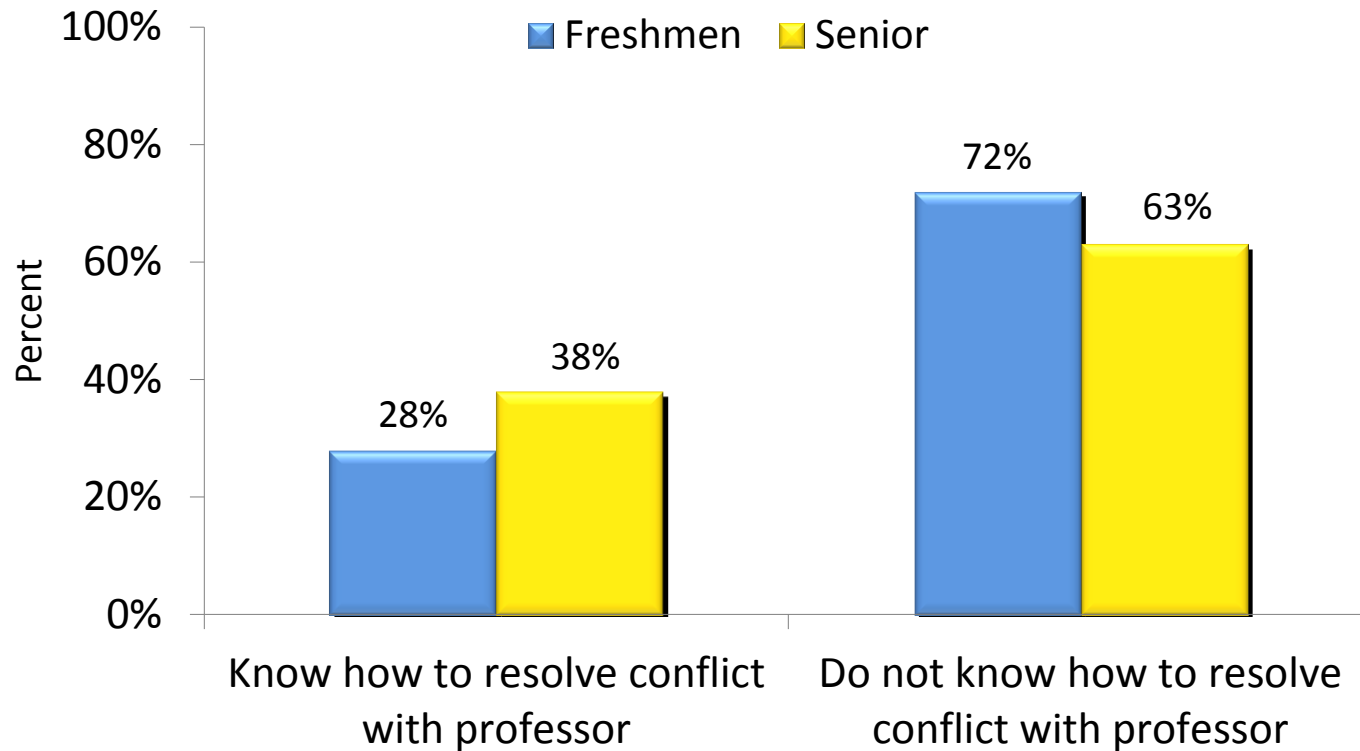
Students Mostly Unaware

*If you _____ would you know where to go to have the issue resolved?
(% saying "no")*



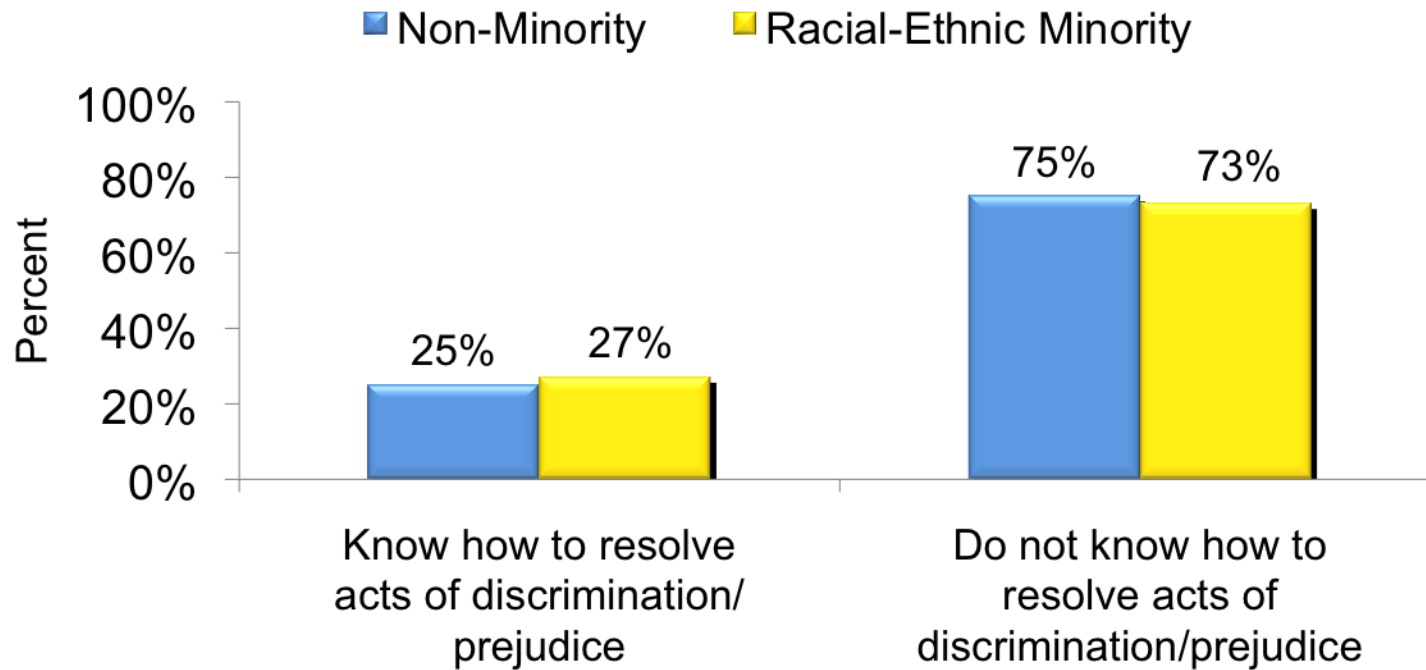
Freshman are Less Prepared for Conflict Resolution

How does knowing where to go to resolve conflict with a professor vary across Freshmen and Seniors?



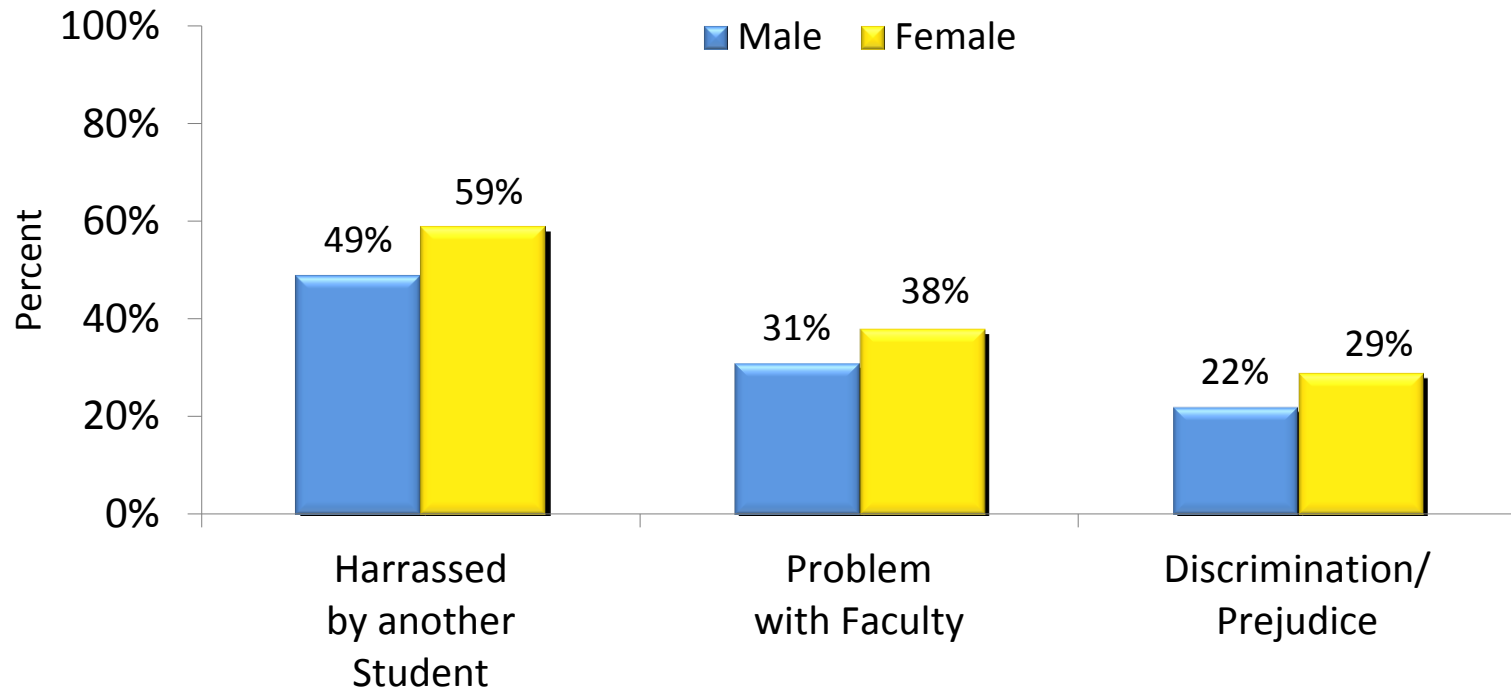
Conflicts with Discrimination and Prejudice

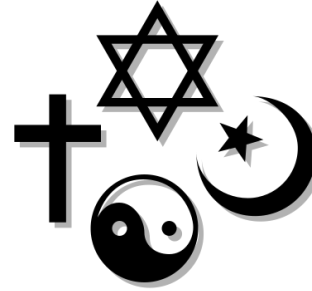
How does being a minority/non-minority effect knowing where to solve issues of discrimination?



Gender Differences in Awareness?

Does gender make a difference in knowing how to solve various issues at UD?





STUDENT OPINIONS ON DIVERSITY

Alexandra Davis

“UD is not diverse in either absolute or relative terms...The university trails its peers in every measure of diversity in every constituency of the institution.”

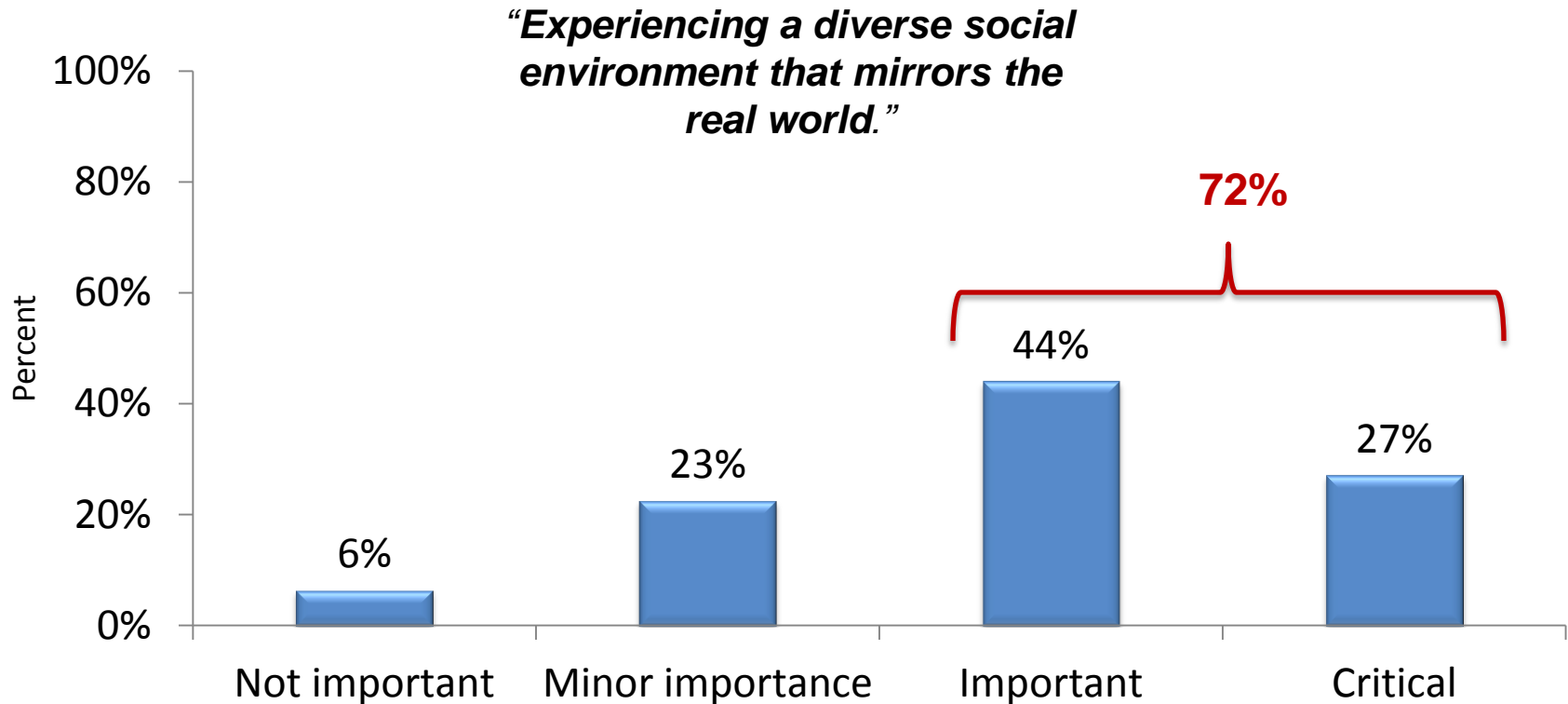
-Middle States Commission on Higher Education

Benefits of a Diverse Student Body*

- Retention rates
- College satisfaction
- GPA
- Self-confidence
- Campus involvement
- Cultural awareness
- Long-term success due to better teamwork skills in the workplace

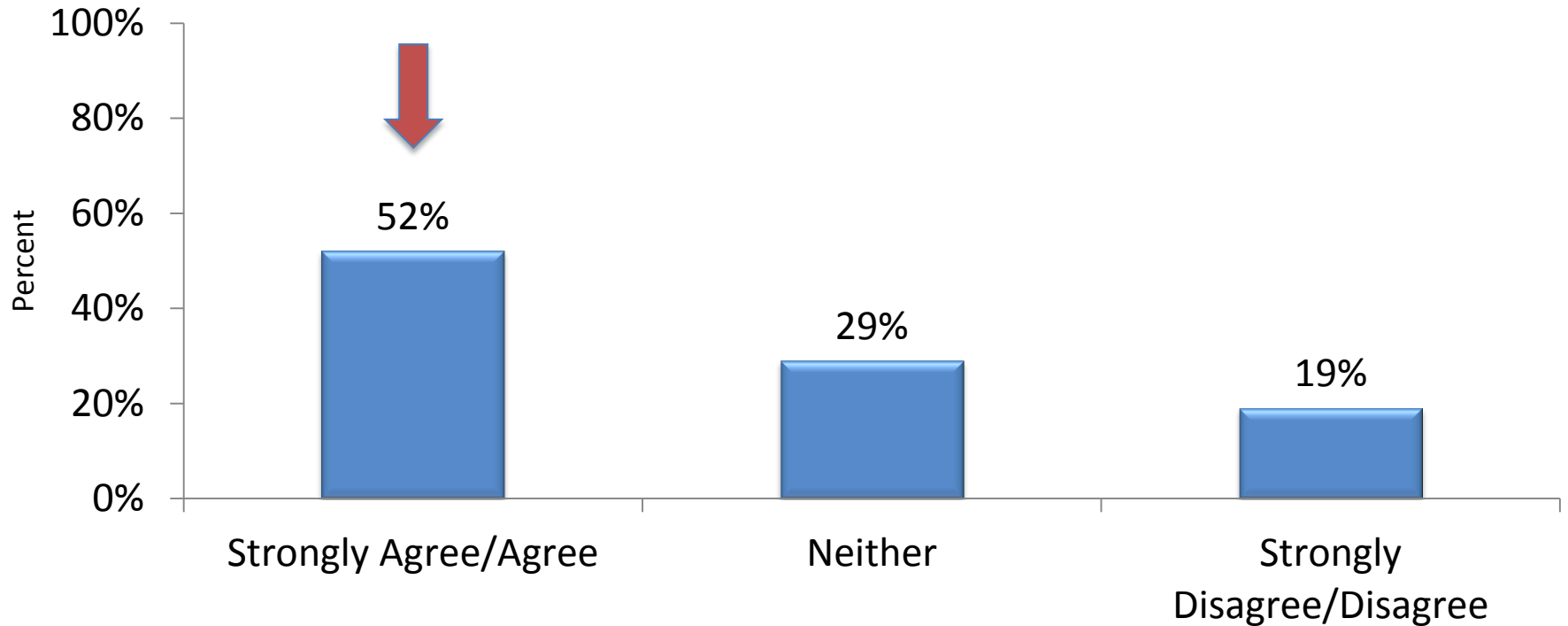
**Data collected based on research conducted by The University of California, Los Angeles*

Importance of Diversity to Students



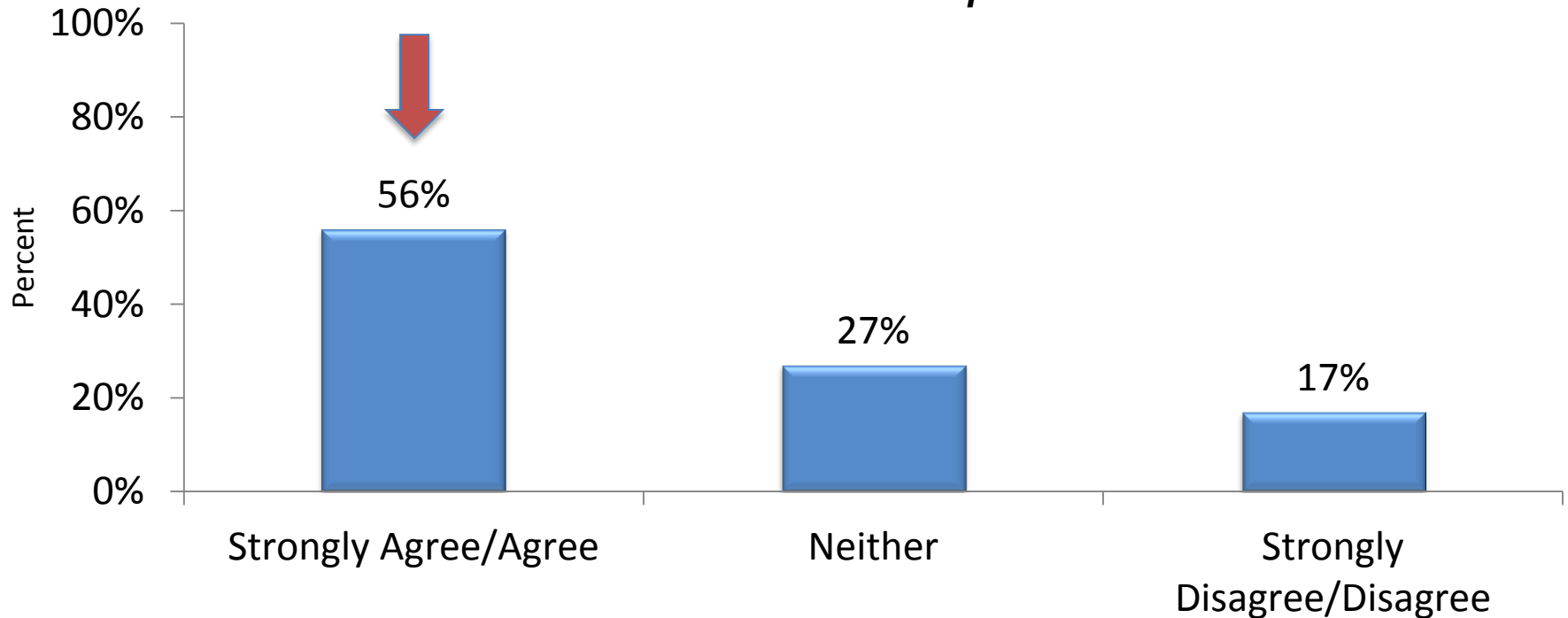
Does UD Actively Promote Diversity?

“UD actively promotes diversity.”



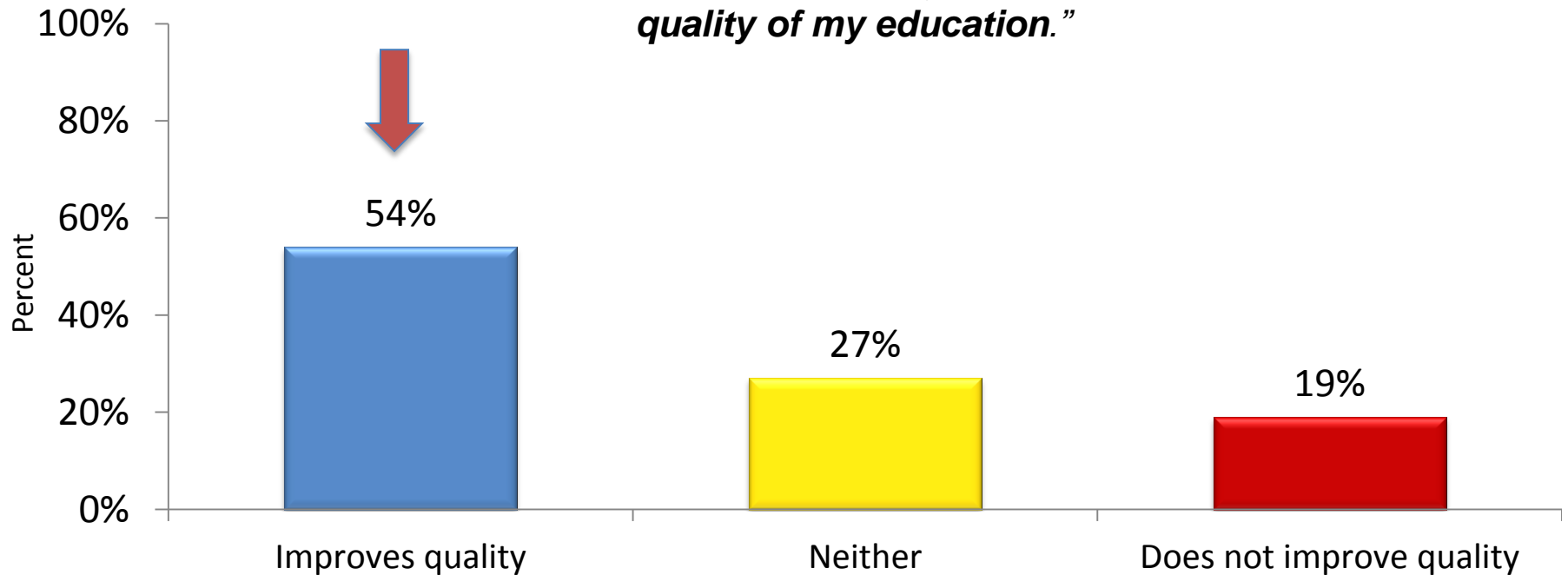
Are Students Open to a Diverse Campus?

“My fellow students at UD are open to a diverse campus.”

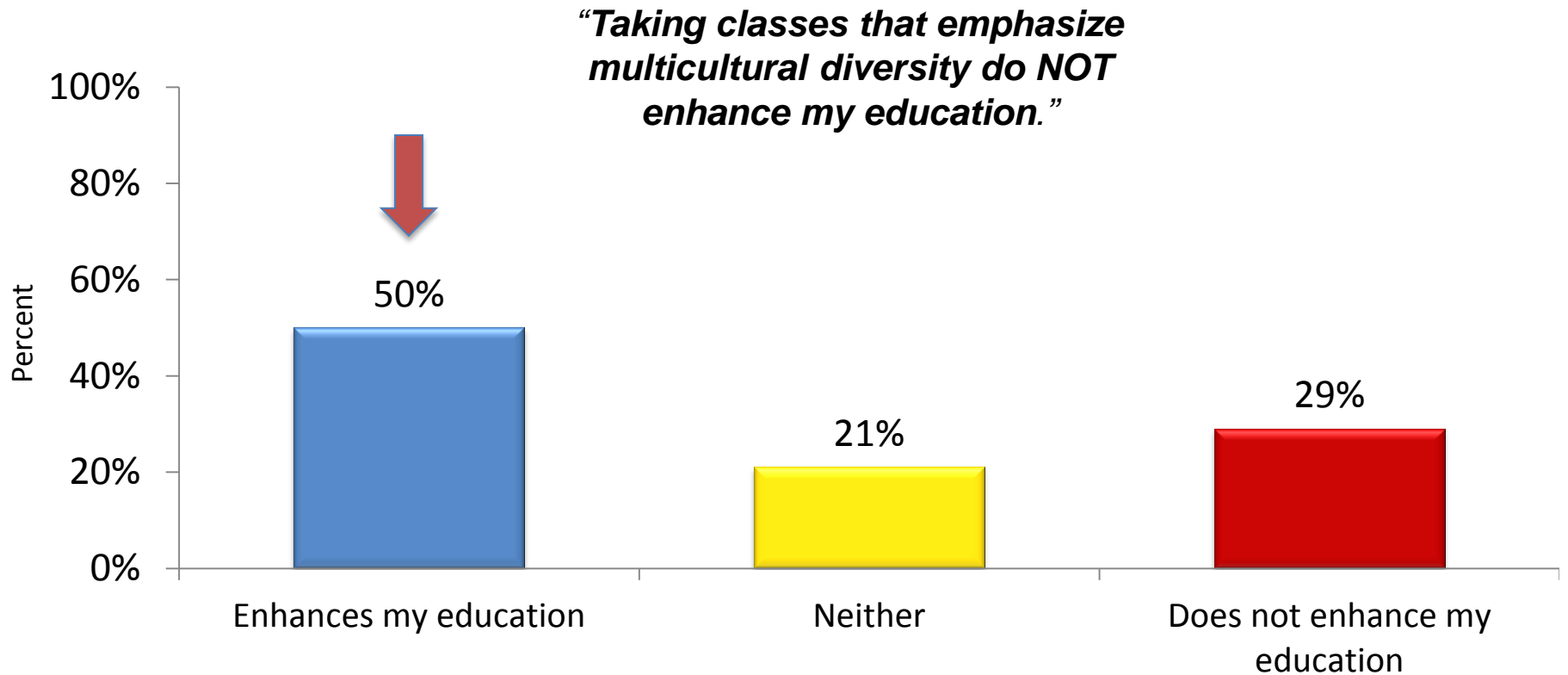


Quality of Education and Diversity

“A diverse student body improves the quality of my education.”



Value of Multicultural Courses



But ...

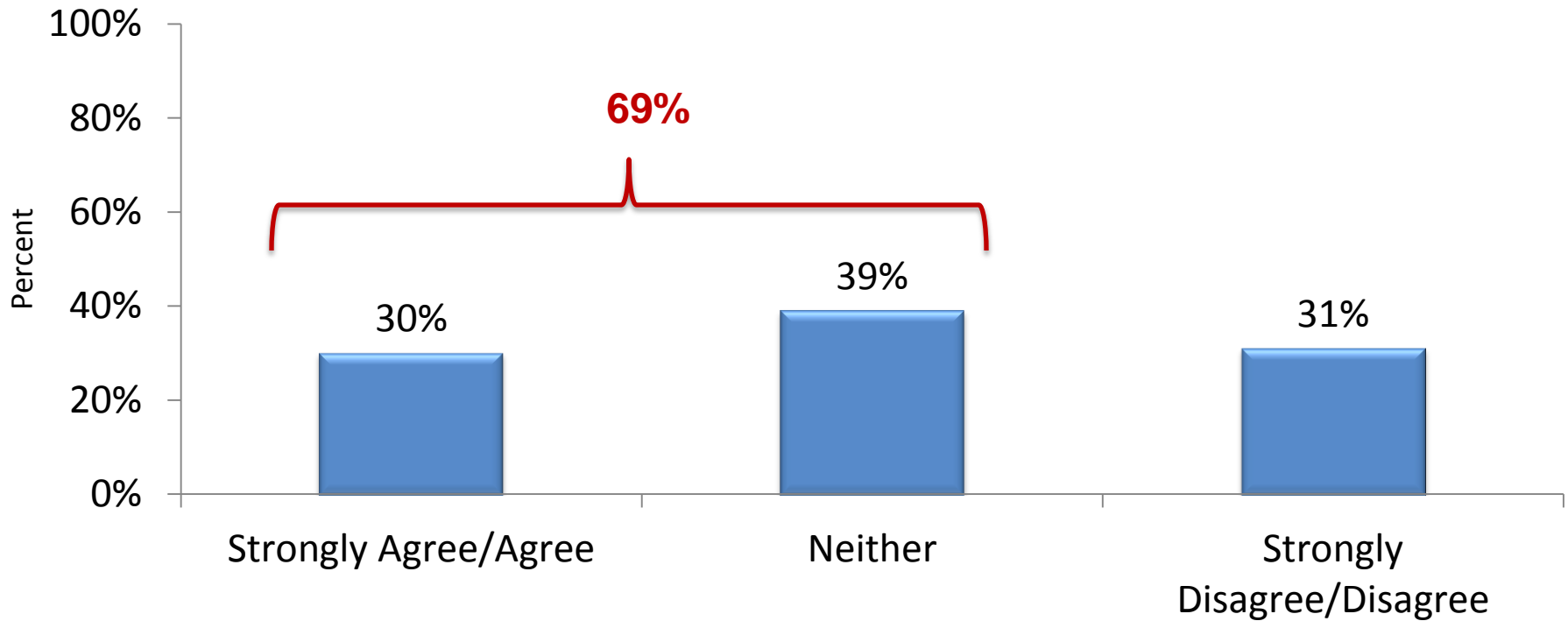
While there are Many Types of Diversity ...

- Racial/Ethnic
- Geographic Region
- Age
- Language
- Gender
- Socioeconomic Status
- Abilities & Disabilities
- Religion
- Sexual Orientation



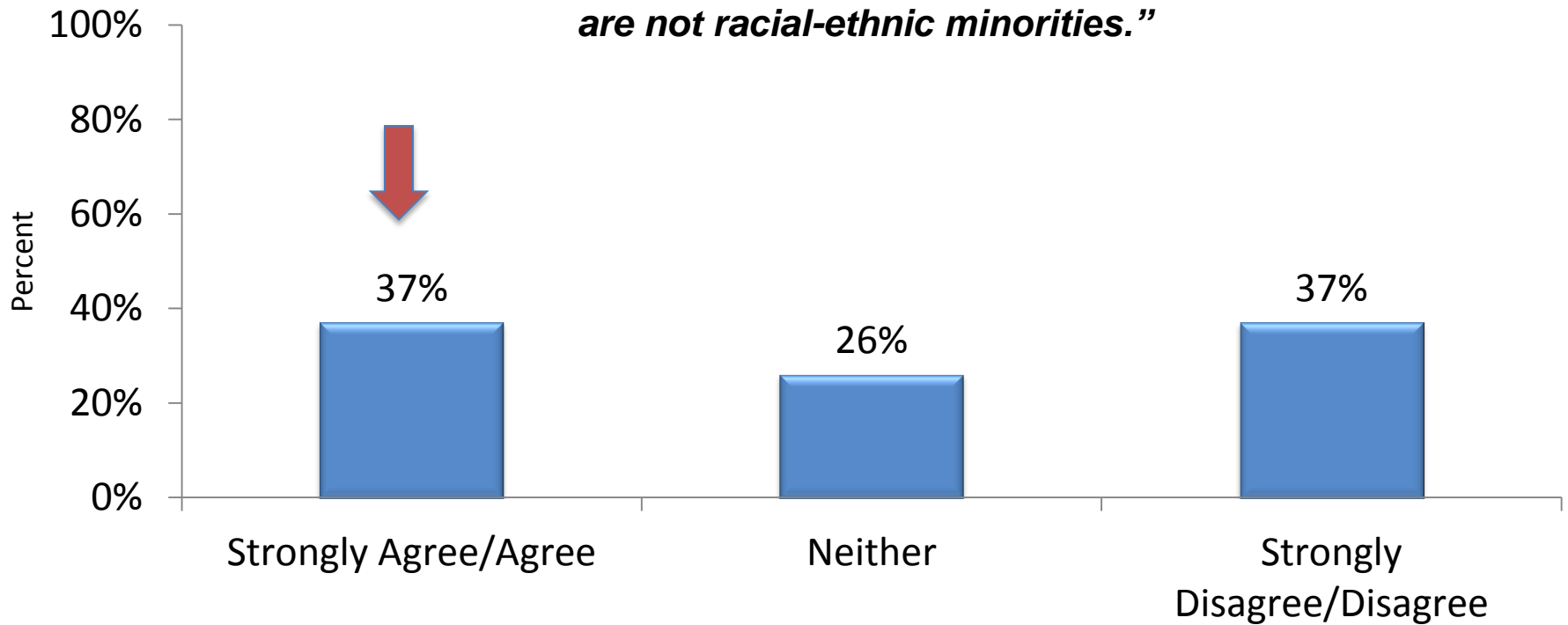
Does Diversity Mean Affirmative Action?

*“When UD talks about diversity, they mainly mean **Affirmative Action.**”*

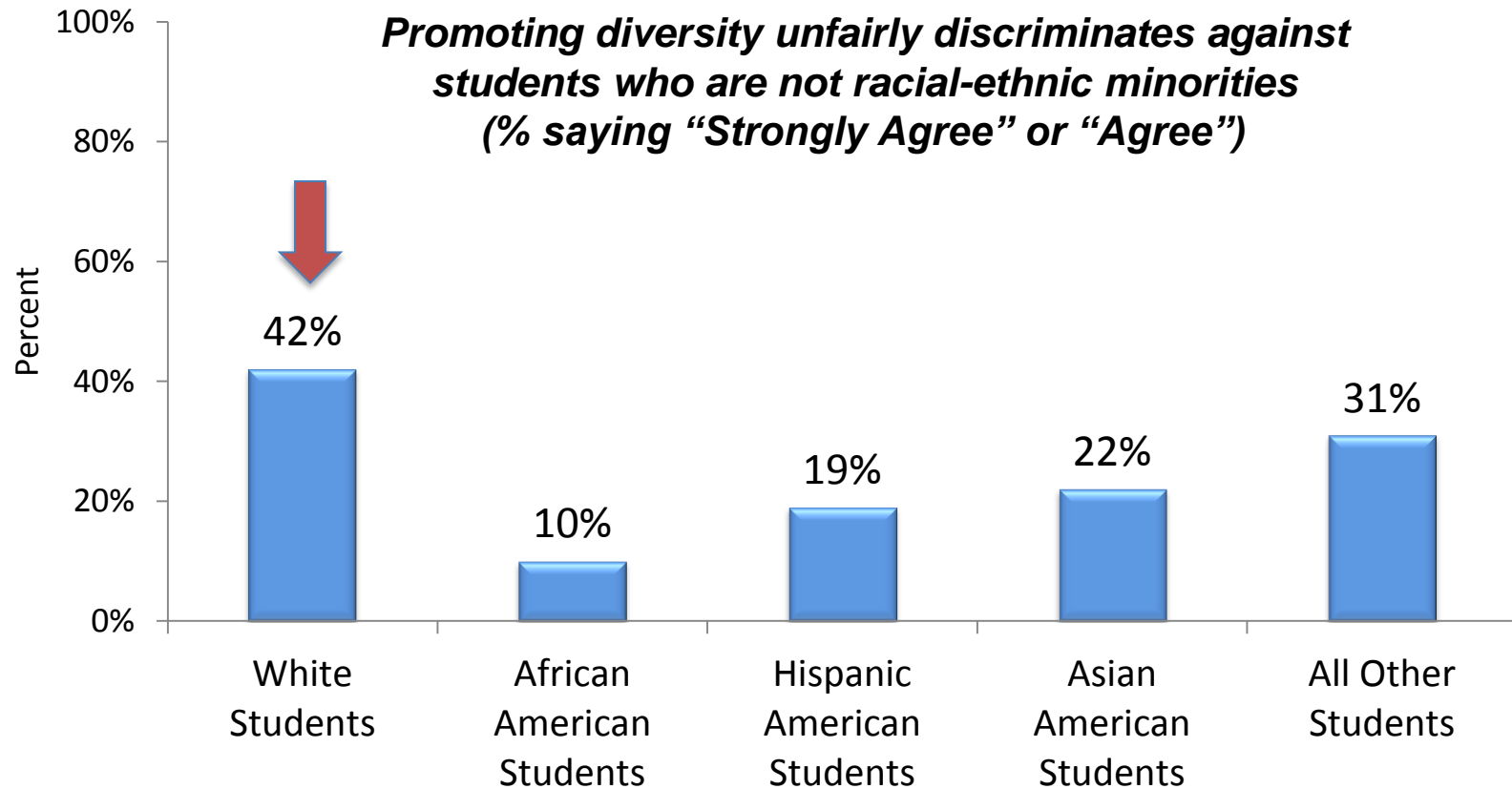


Is Promoting Diversity Fair?

“Promoting diversity unfairly discriminates against students who are not racial-ethnic minorities.”

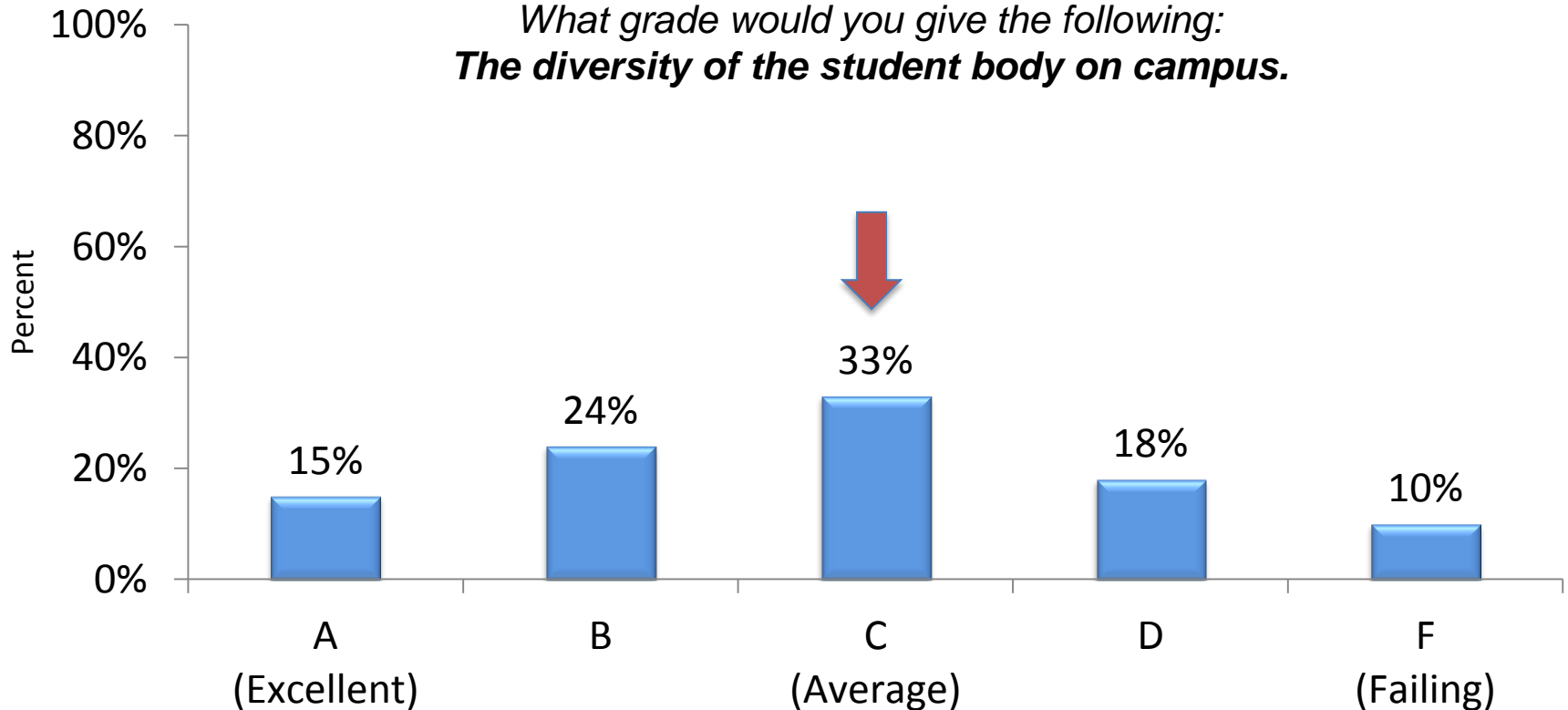


Is Promoting Diversity Fair?



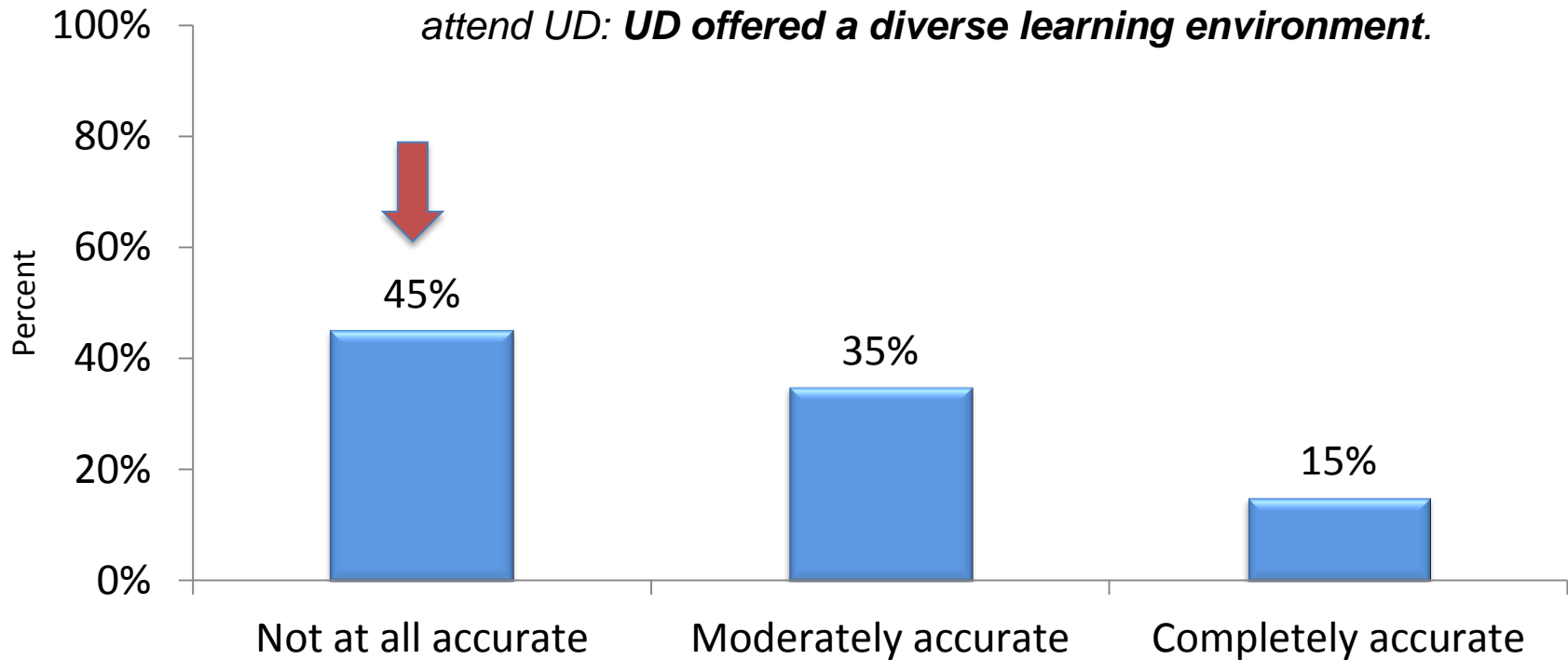
Grade for Student Body Diversity

*What grade would you give the following:
The diversity of the student body on campus.*



Decision to Attend UD

*How accurately does the following statement describe your decision to attend UD: **UD offered a diverse learning environment.***





WINTER SESSION & STUDY ABROAD

Elizabeth T. Weeks

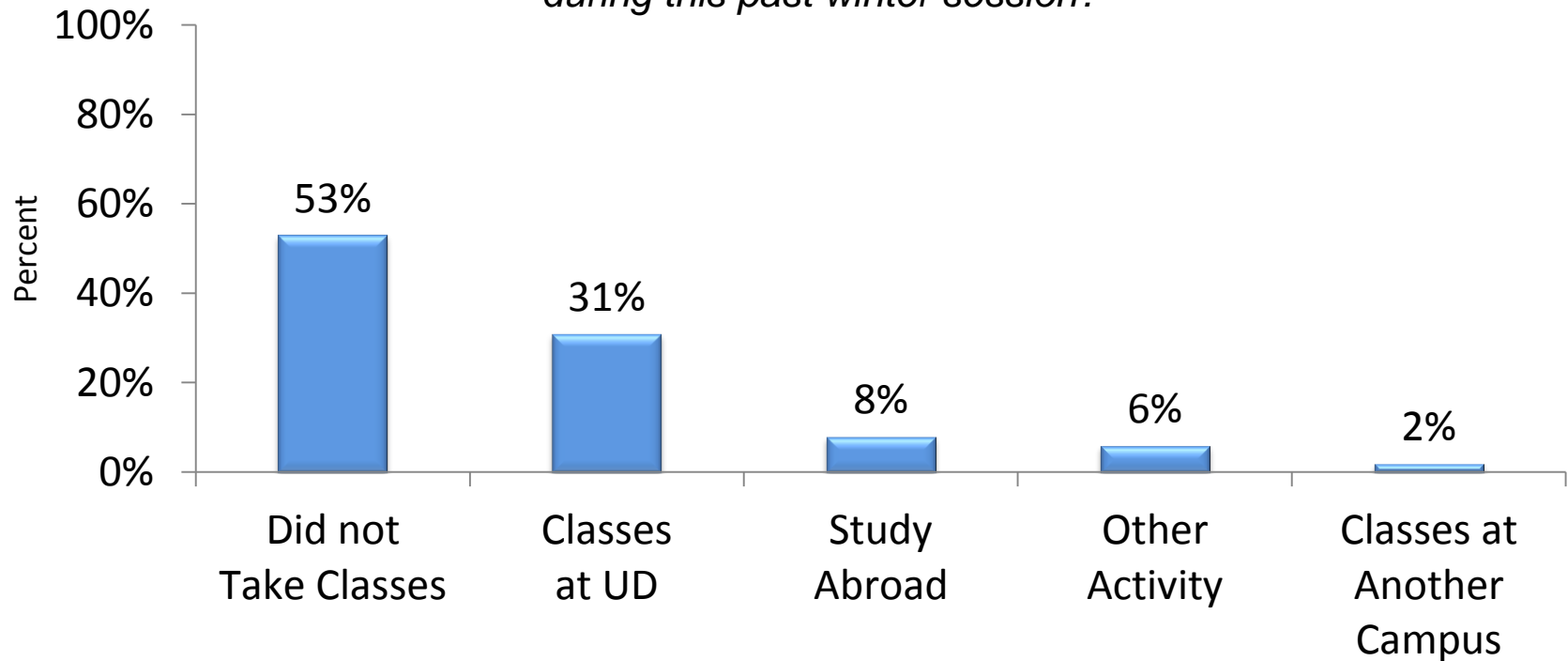


Winter Session

- Asked students what they did over winter session
 - Taken a class on or off UD campus
 - Studied Abroad
 - Worked
 - Other

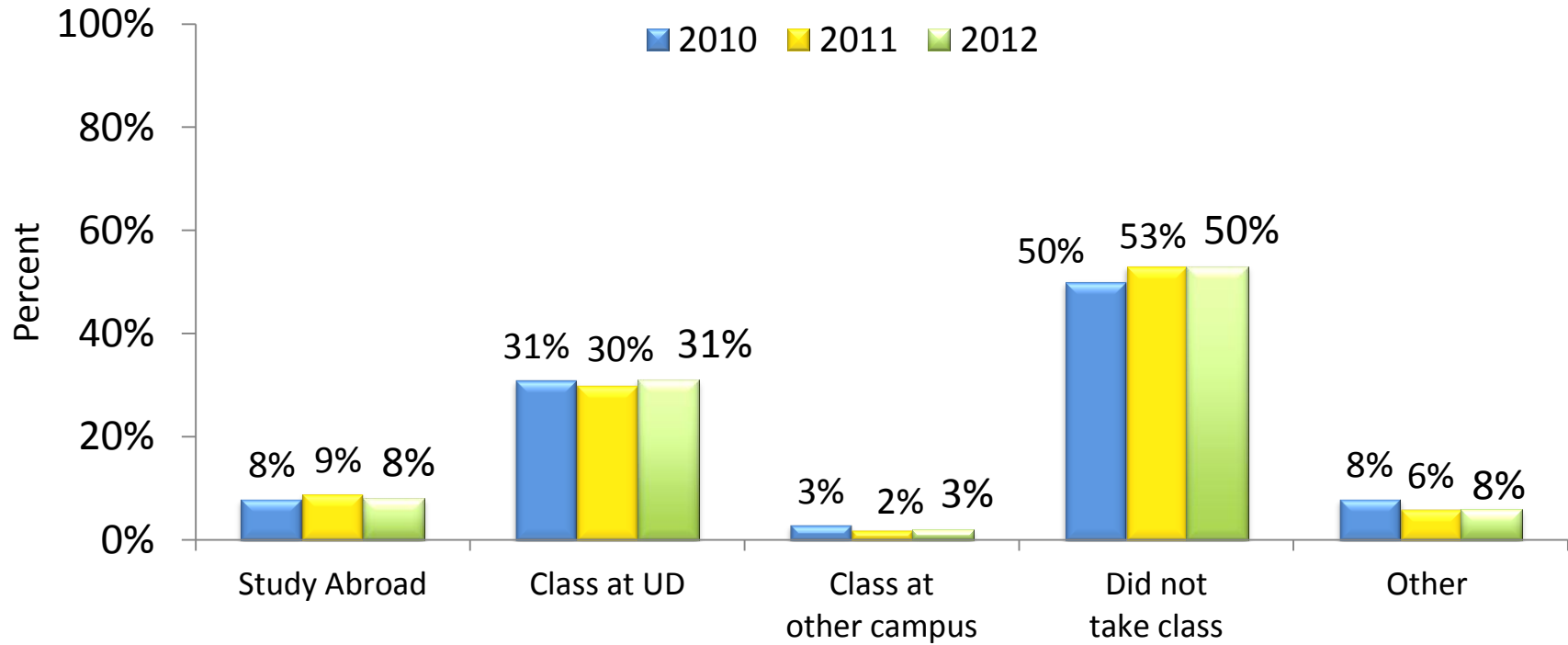
Activity During Winter Session

What was your connection to academics during this past winter session?



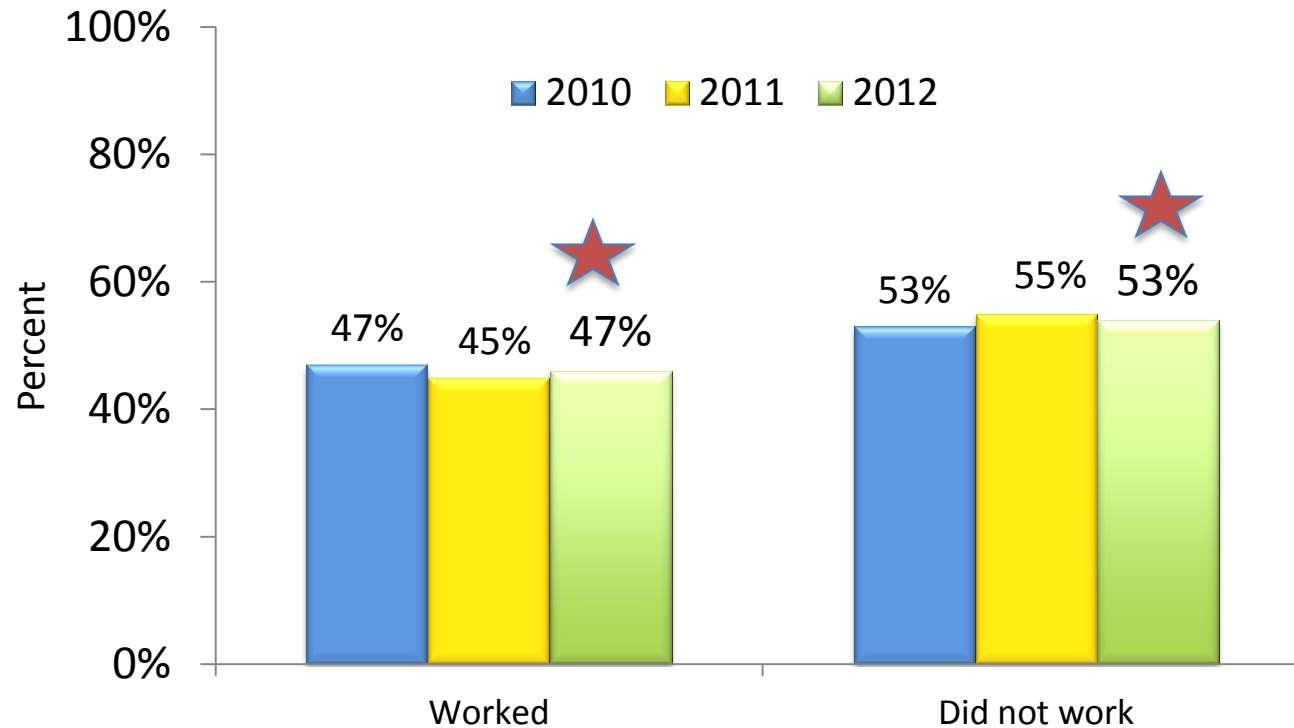
Connection to Academics Over Time

“Connection to academics over the past winter session”



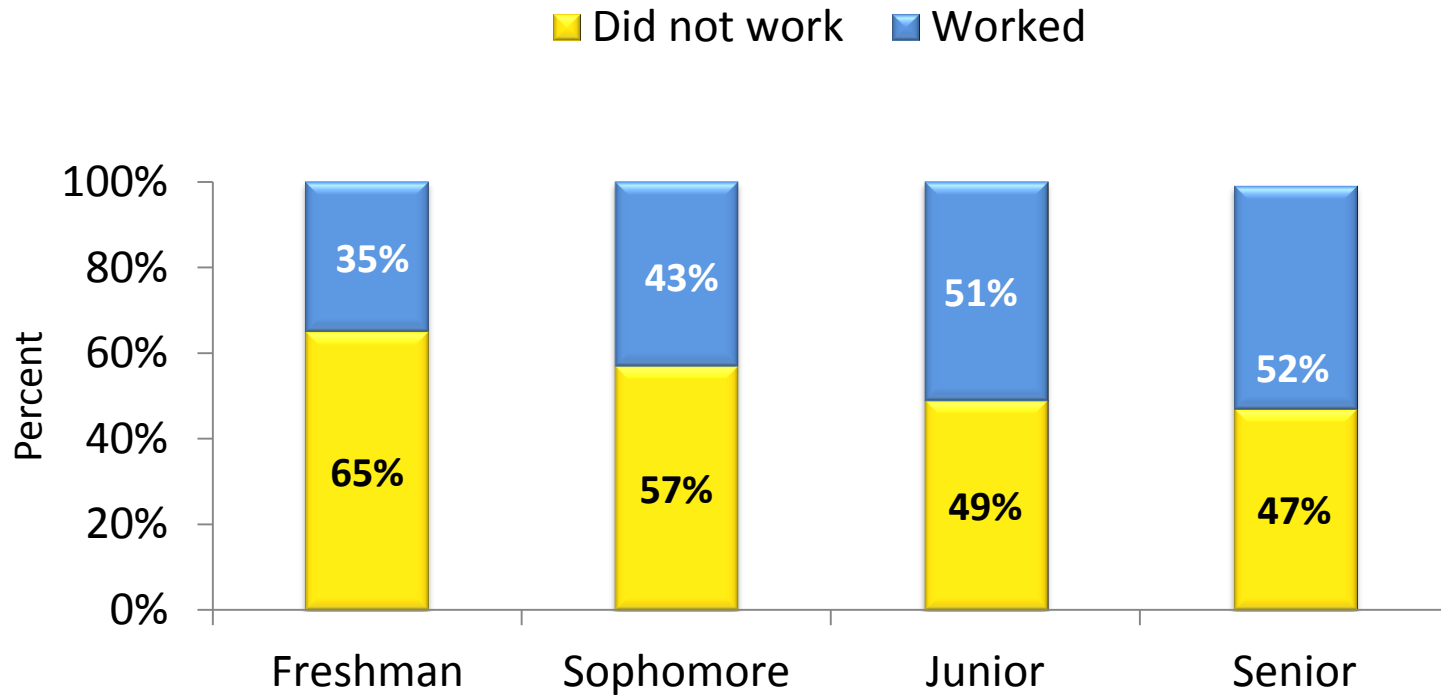
Winter Session Employment Status

“Did you have full/part-time employment during this past winter session?”



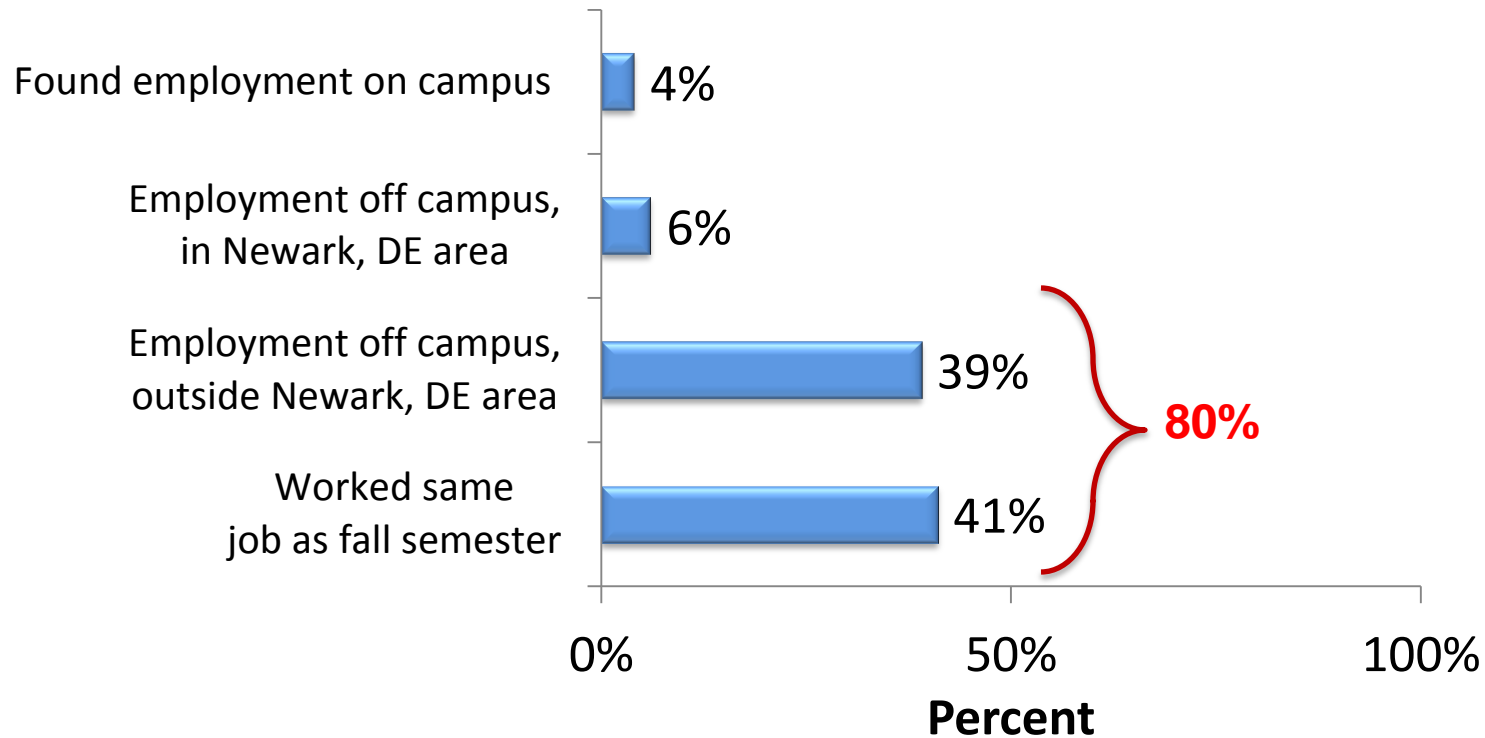
Who is Working During Winter Session?

“Classification at the University of Delaware by employment”



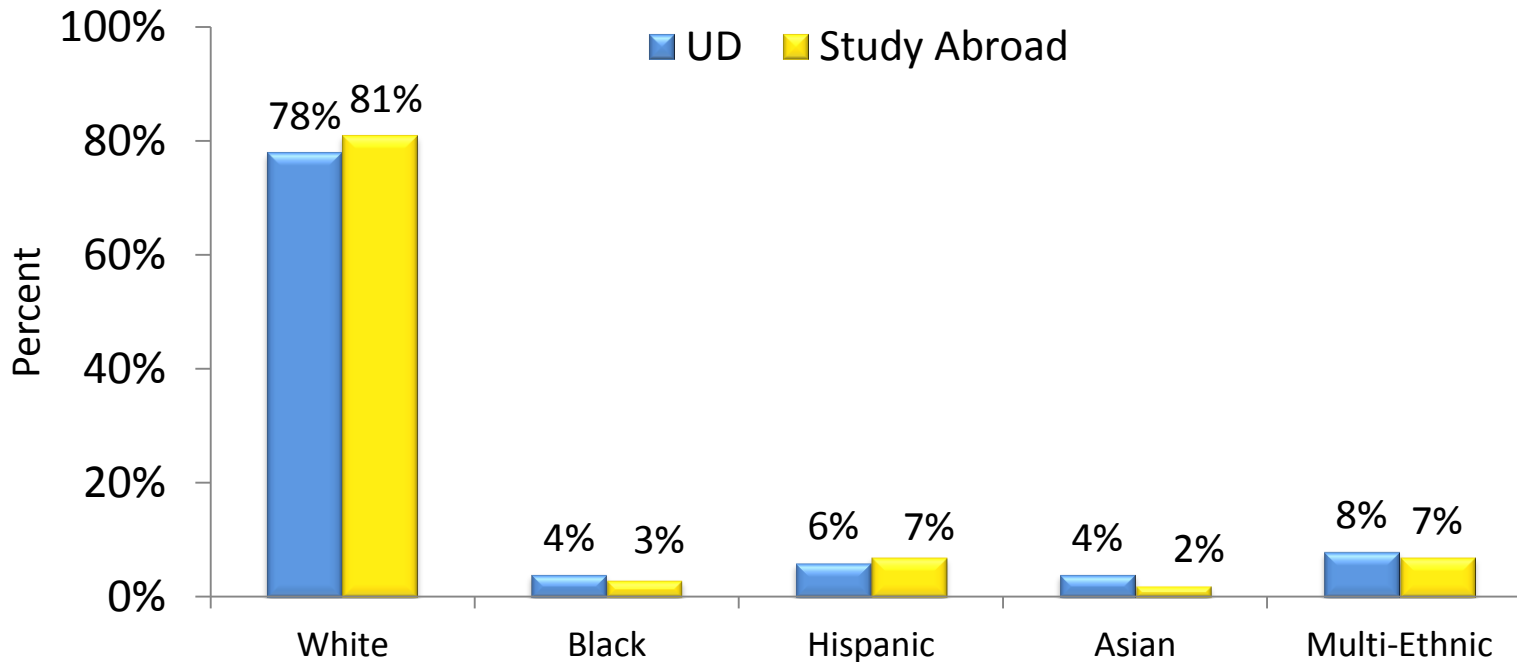
Winter Employment

“Which of the following best describes your employment?”



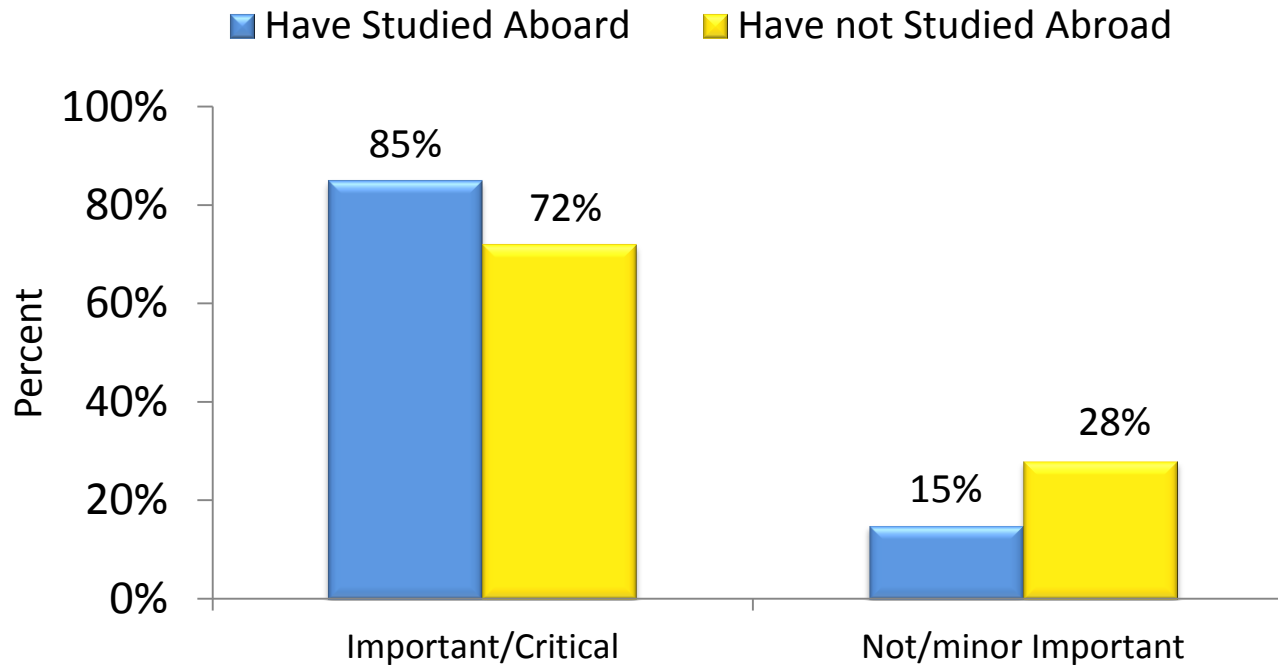
How Diverse are Study Abroad Participants?

Racial-Ethnic distribution at UD and Study Abroad participants.



Importance to College Experience

“To develop a global perspective that prepares me for a global society”





UD STUDENTS AND LAW ENFORCEMENT

Dan Giordano





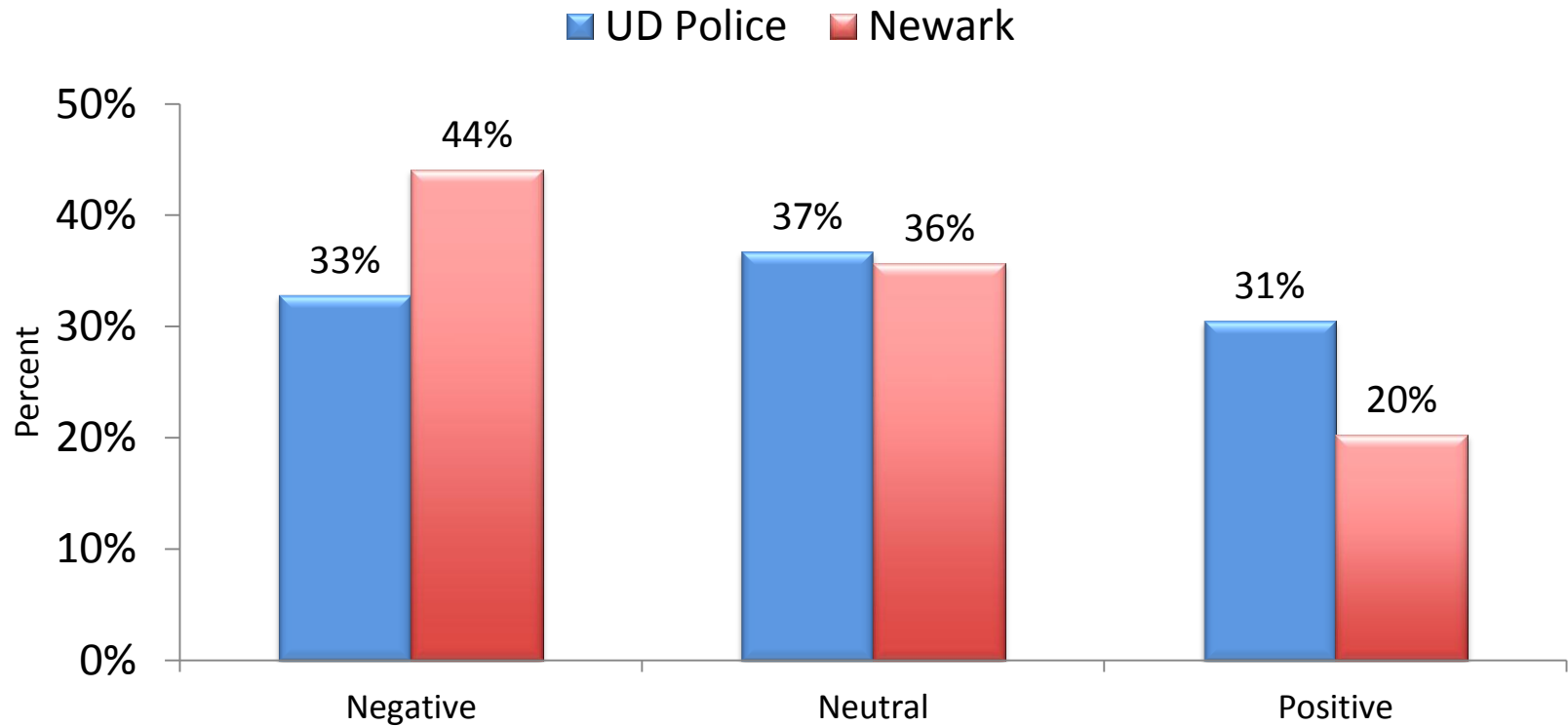
Law Enforcement

- **Subjective Perceptions:** Gauge student satisfaction with law enforcement by evaluating:
 - Target or Protect?
 - Positive/Negative Interactions
- **Objective Experience's:** Understand violations students commonly are cited for.
 - Cited or Detained?
 - Ticketed?



Interaction and Perceptions

*Positive/Negative Interactions with: **UD Police** and **Newark Police***

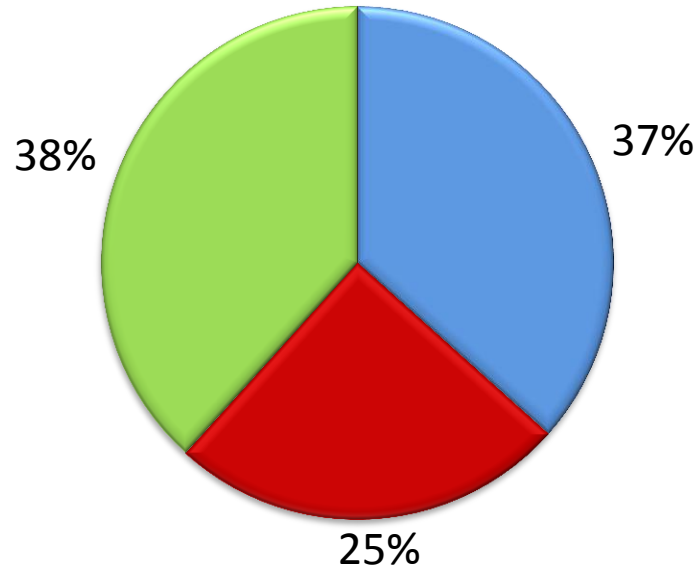


Role of Police

Do the police protect or target the students at UD?

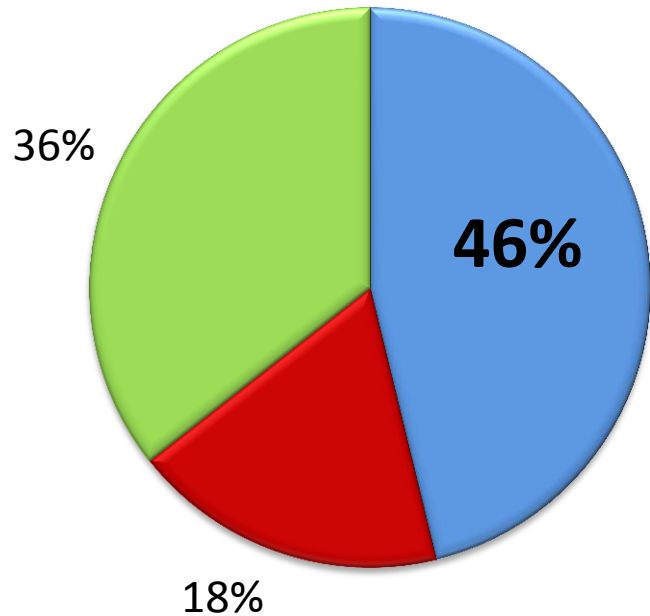


■ Target ■ Unsure ■ Protect

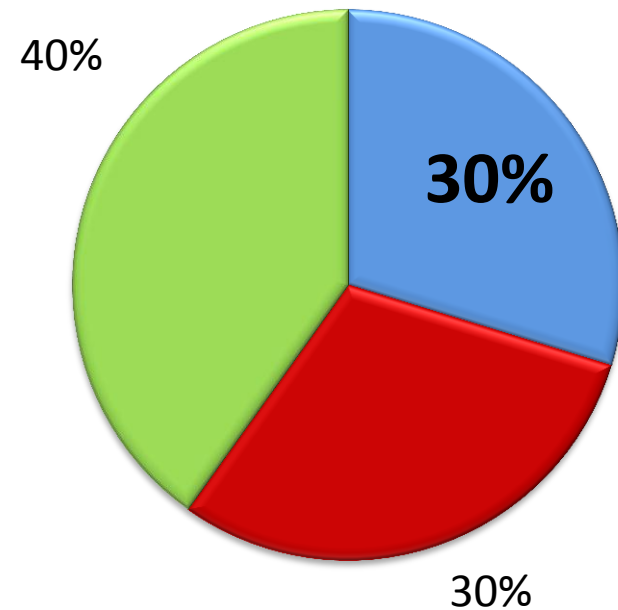


Target or Protect-by Gender

Male



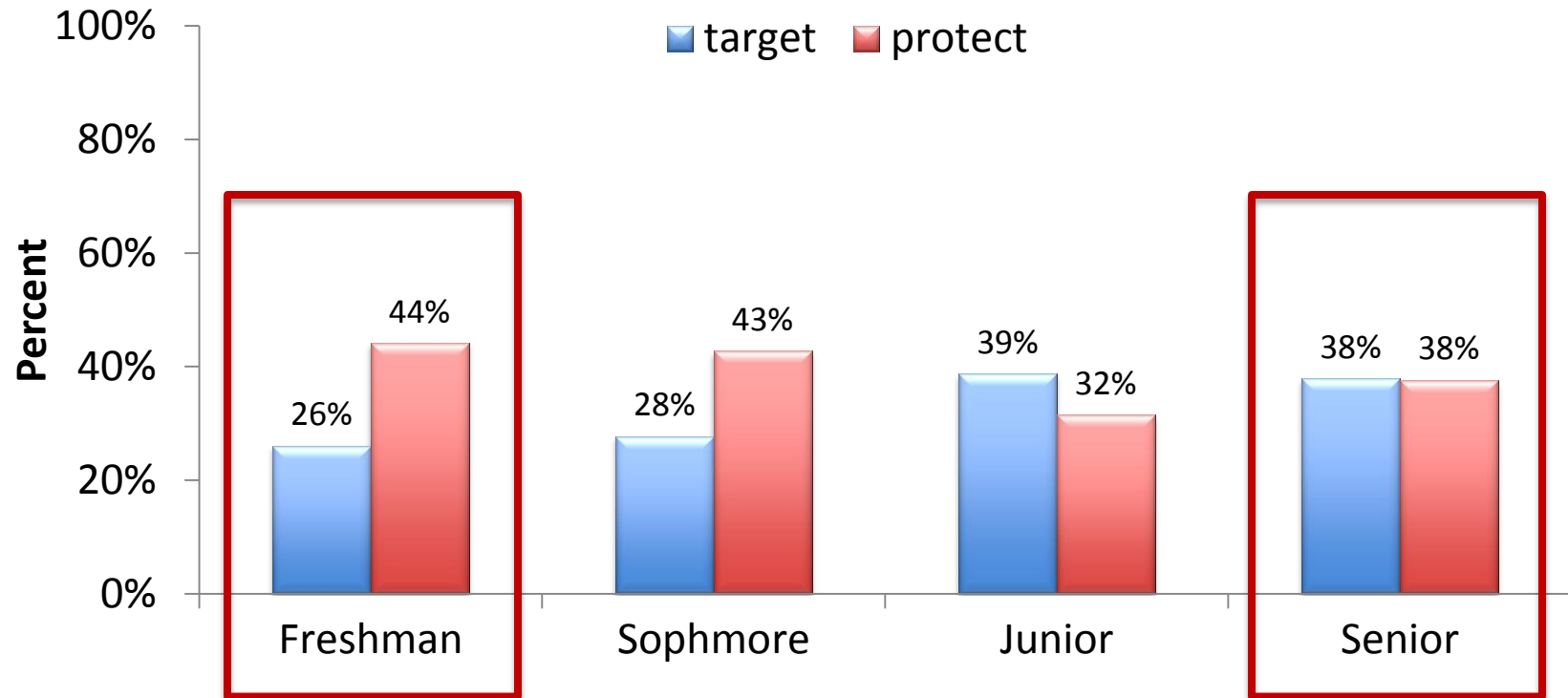
Female



- Target
- Unsure
- Protect

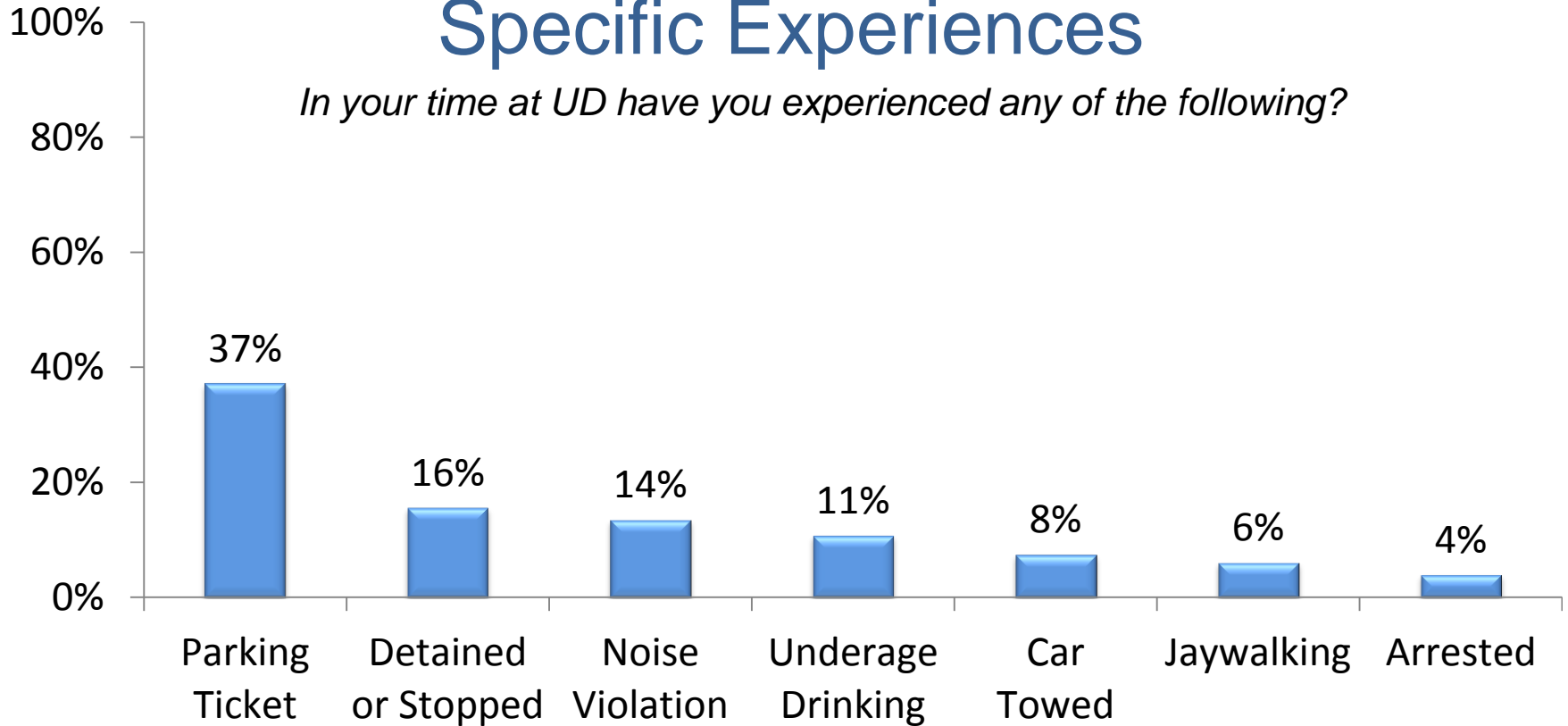
Changing Perceptions During College?

Do police target or protect students?



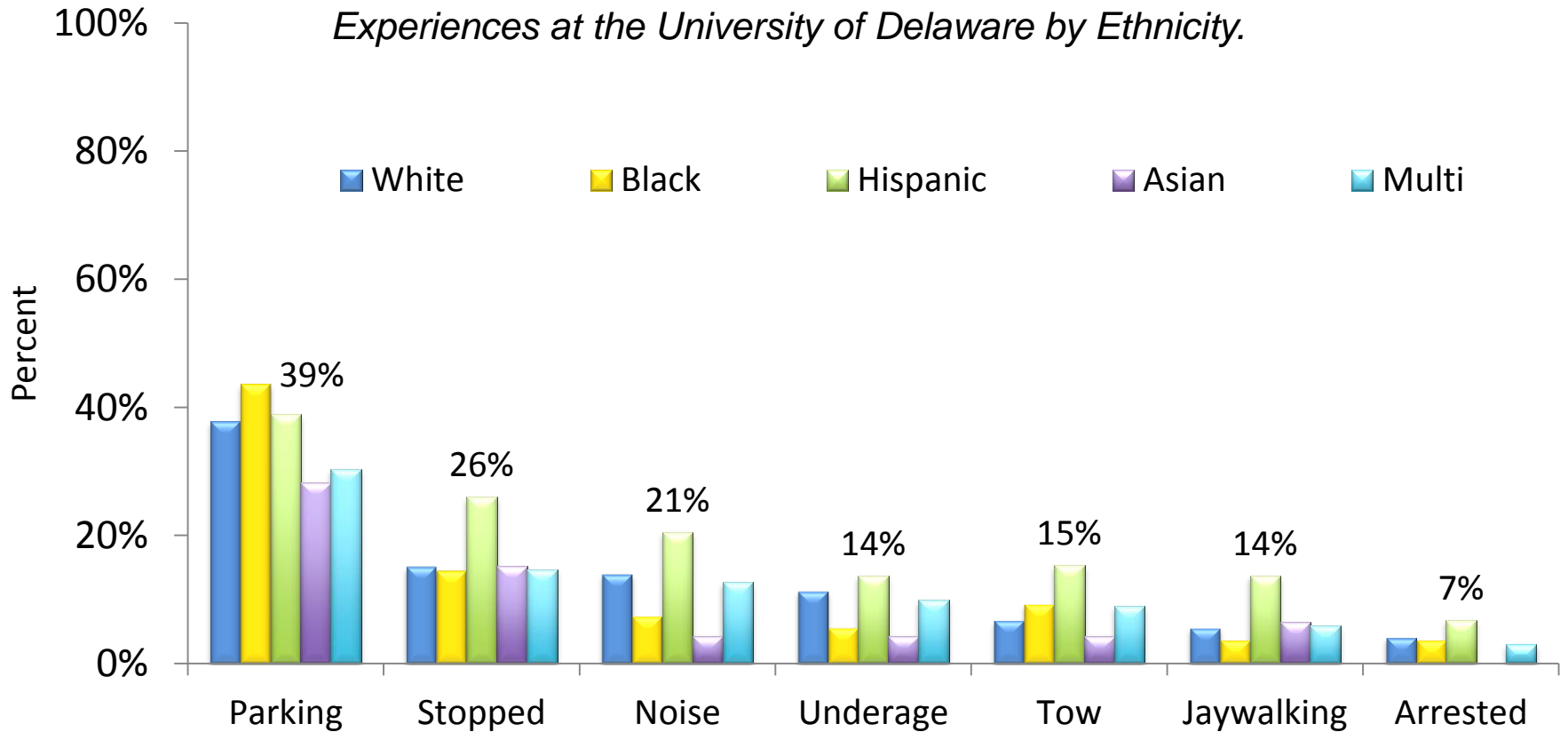
Specific Experiences

In your time at UD have you experienced any of the following?



Specific Experiences

Experiences at the University of Delaware by Ethnicity.





STUDENT SUPPORT AND WELL-BEING

Keith Devas

3 Questions

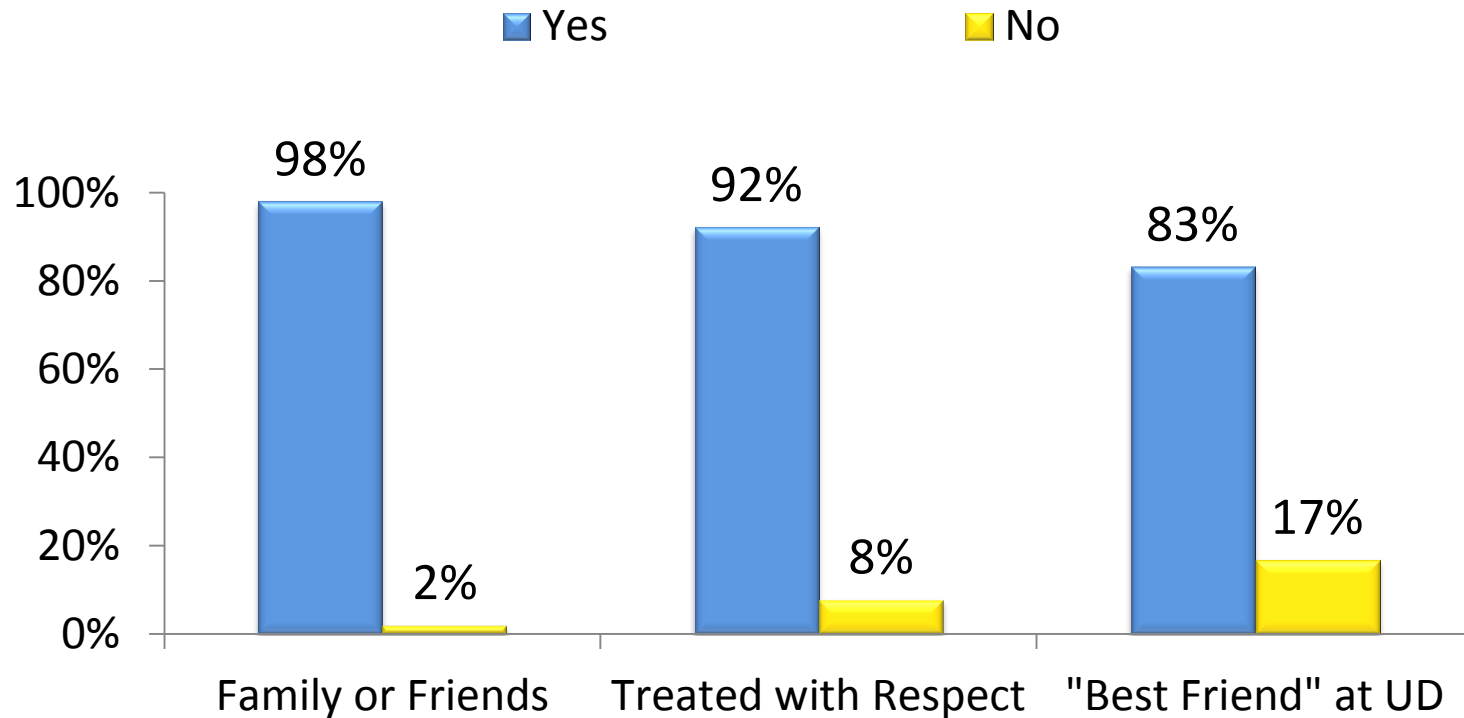
Q1. If you are in trouble, do you have **family** or **friends you can count on to help** you whenever you need them?

Q2. Do you feel you are **treated with respect** at UD?

Q3. Do you have someone you would call a **“best friend”** at UD?

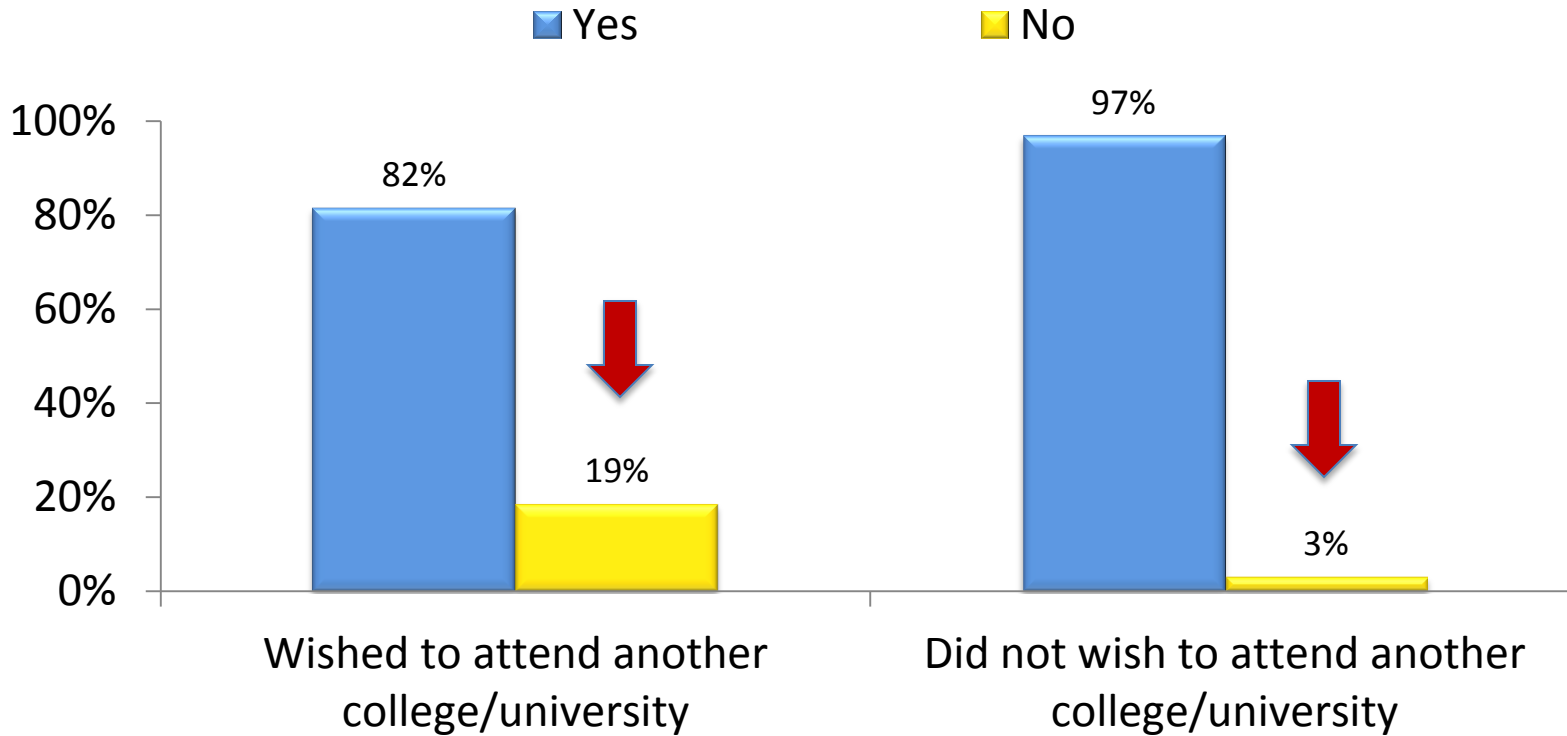


Great Student Support Networks at UD



Student Support Networks

Do you feel you are treated with respect at UD?



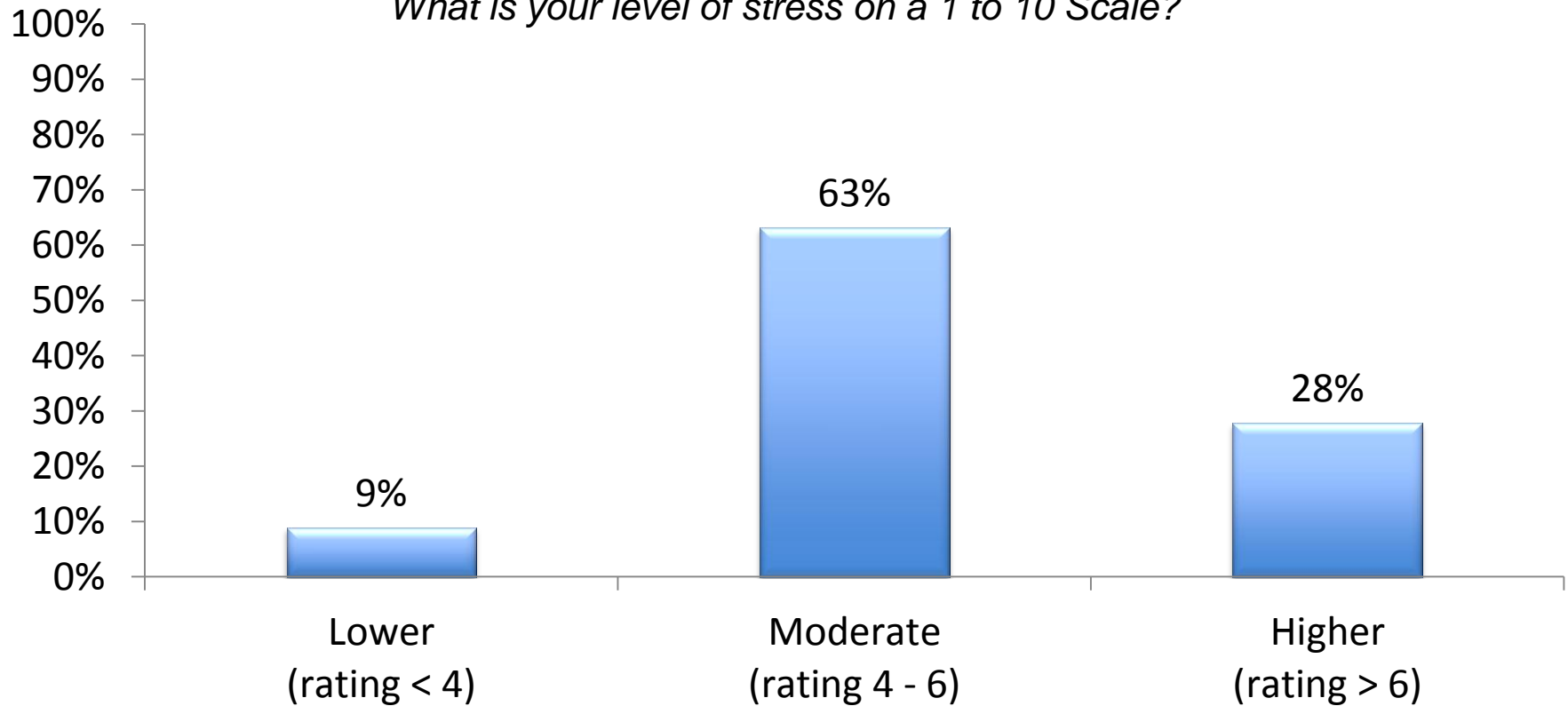
On a one-to-ten rating scale, where 1 means no stress at all and 10 means an extreme amount of stress, how would you RATE the AMOUNT OF STRESS YOU HAVE ON A DAILY BASIS?

CLICK AND DRAG the position indicator to report your stress.



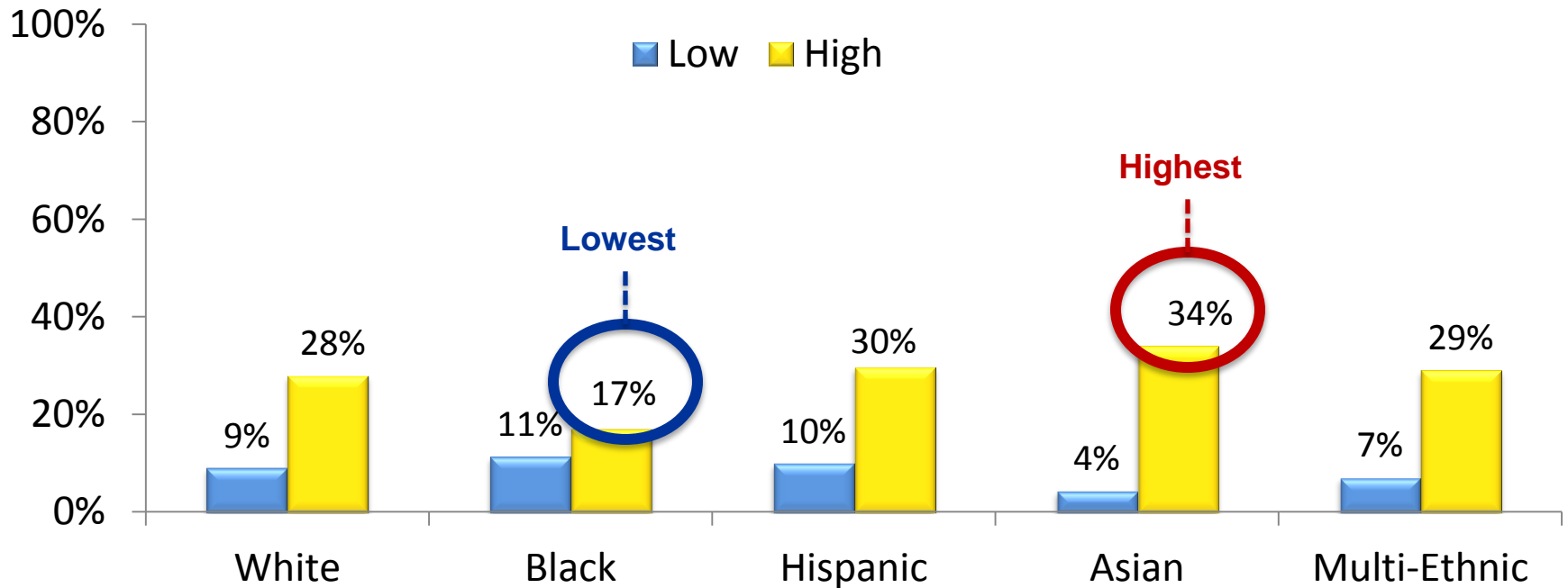
Stress Levels Among Students at UD

What is your level of stress on a 1 to 10 Scale?



Stress Ratings By Race-Ethnicity

What is your level of stress on a 1 to 10 Scale?
(Low = <4, High = >6)

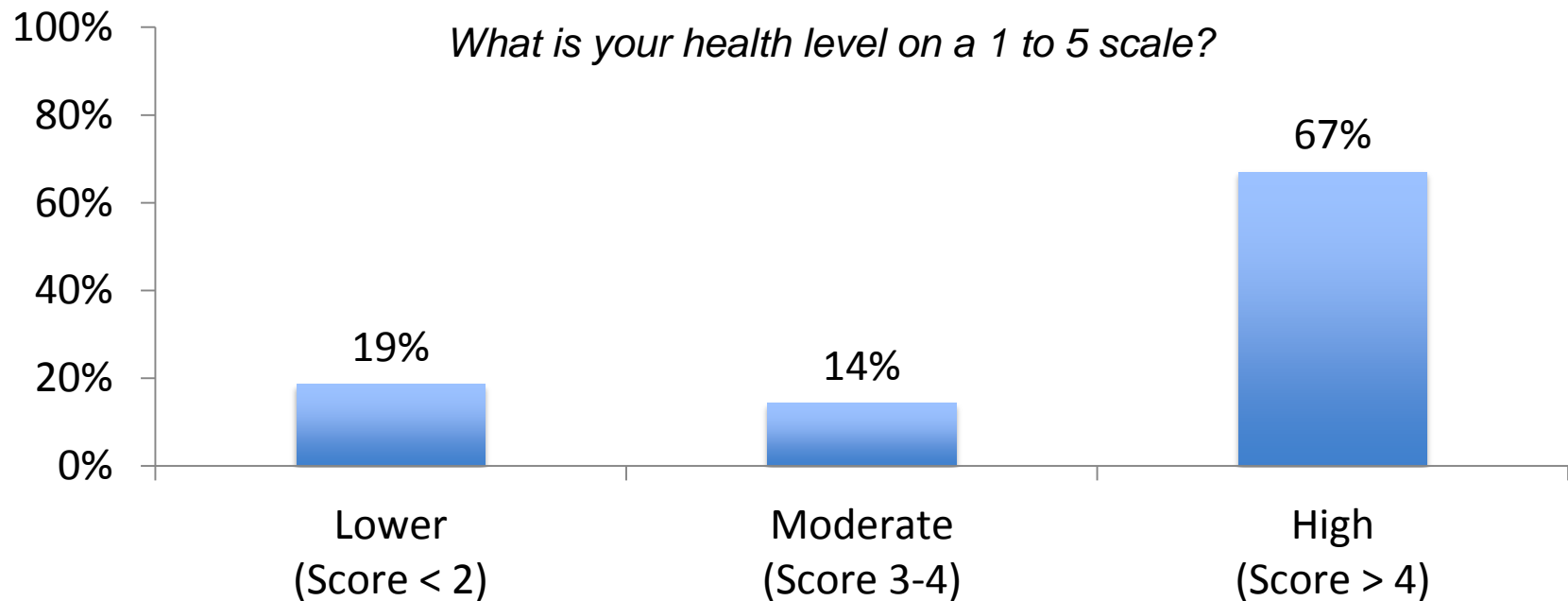


Please characterize YOUR GENERAL LEVEL OF HEALTH since school began last fall.

CLICK AND DRAG THE BAR below the face to the LEFT or RIGHT to indicate whether your health has been negative or positive.

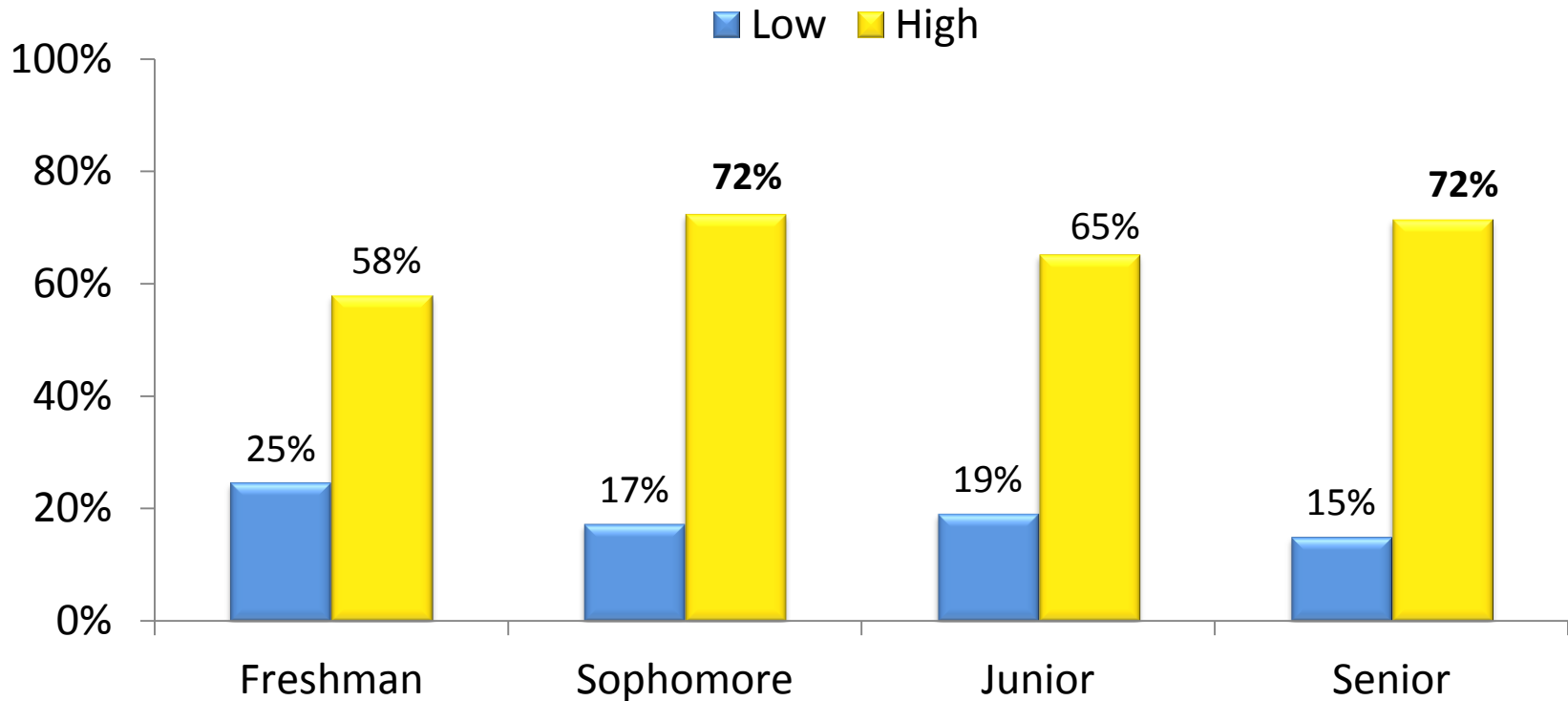


Health Levels Among Students at UD

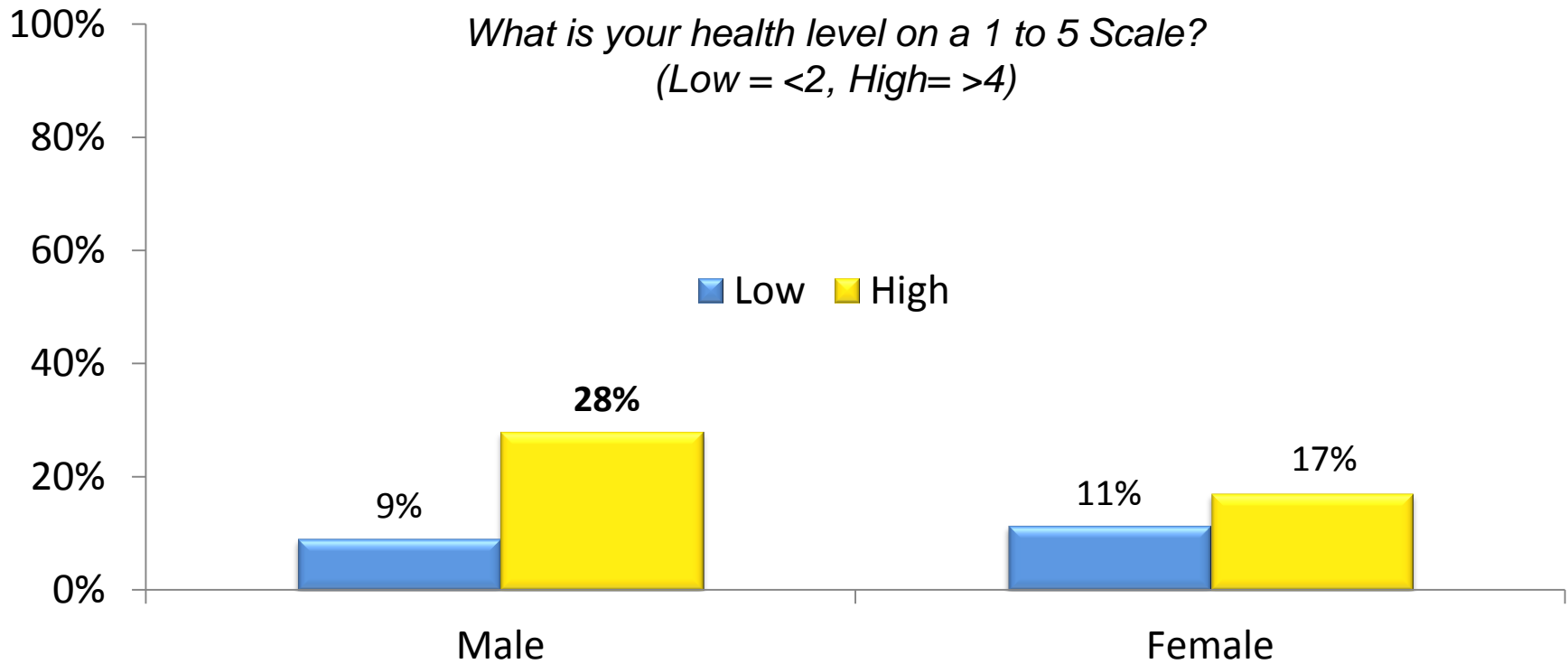


Health Ratings By Class

What is your health level on a 1 to 5 Scale?
(Low = <2, High = >4)



Health Ratings By Gender



Opinions on Controlled Substances

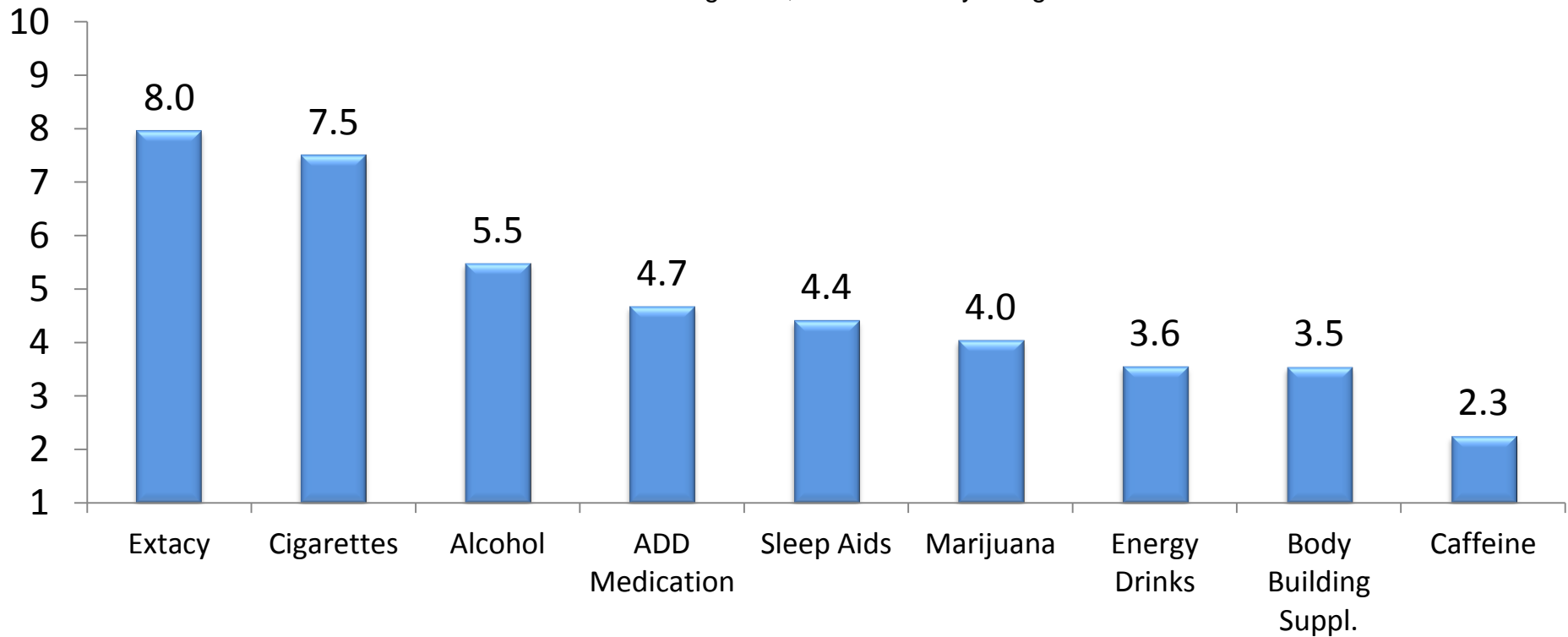
- Alcohol
- Ecstasy
- Cigarettes
- Sleep Aids
- Marijuana
- Energy Drinks
- ADD medication
- Body Building Supplements
- Caffeine



Perceived Dangers of Controlled Substances

Mean Danger Levels Across Substances

0= Not Dangerous, 10= Extremely Dangerous





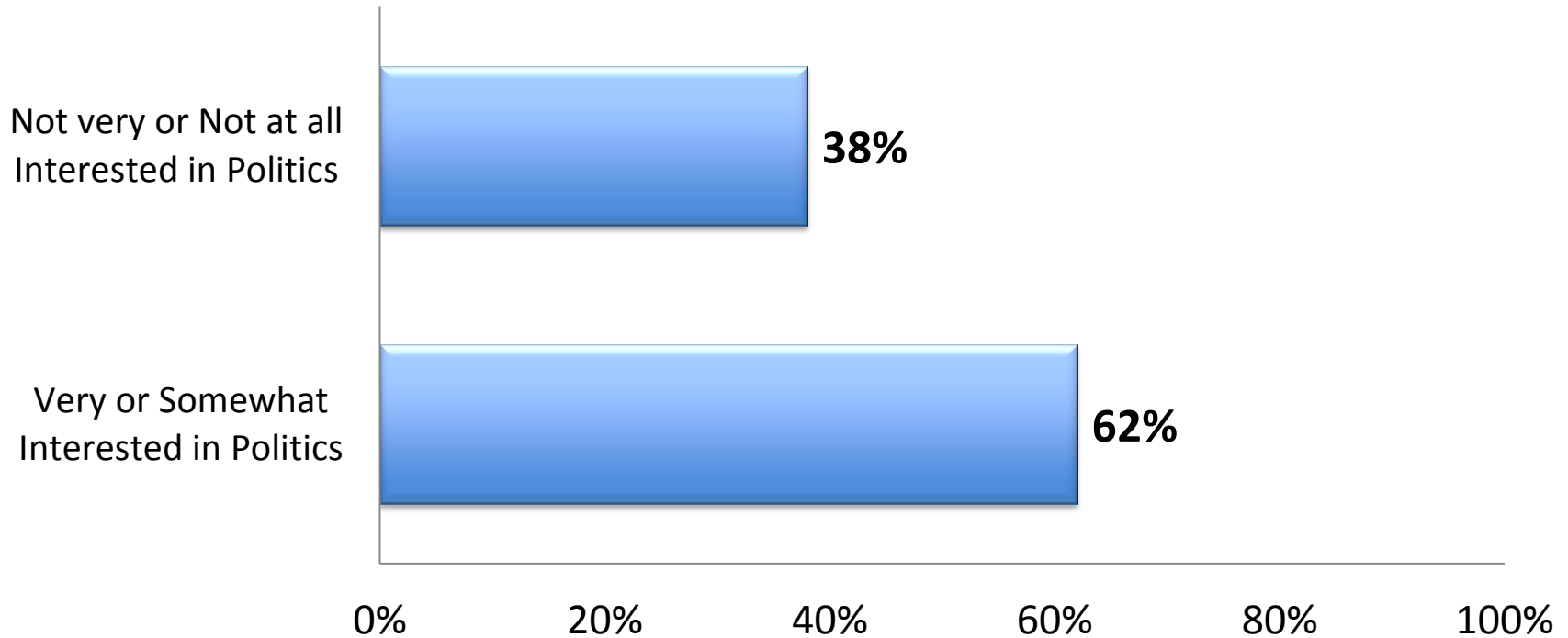
INTEREST IN POLITICS

Bradley Gunther



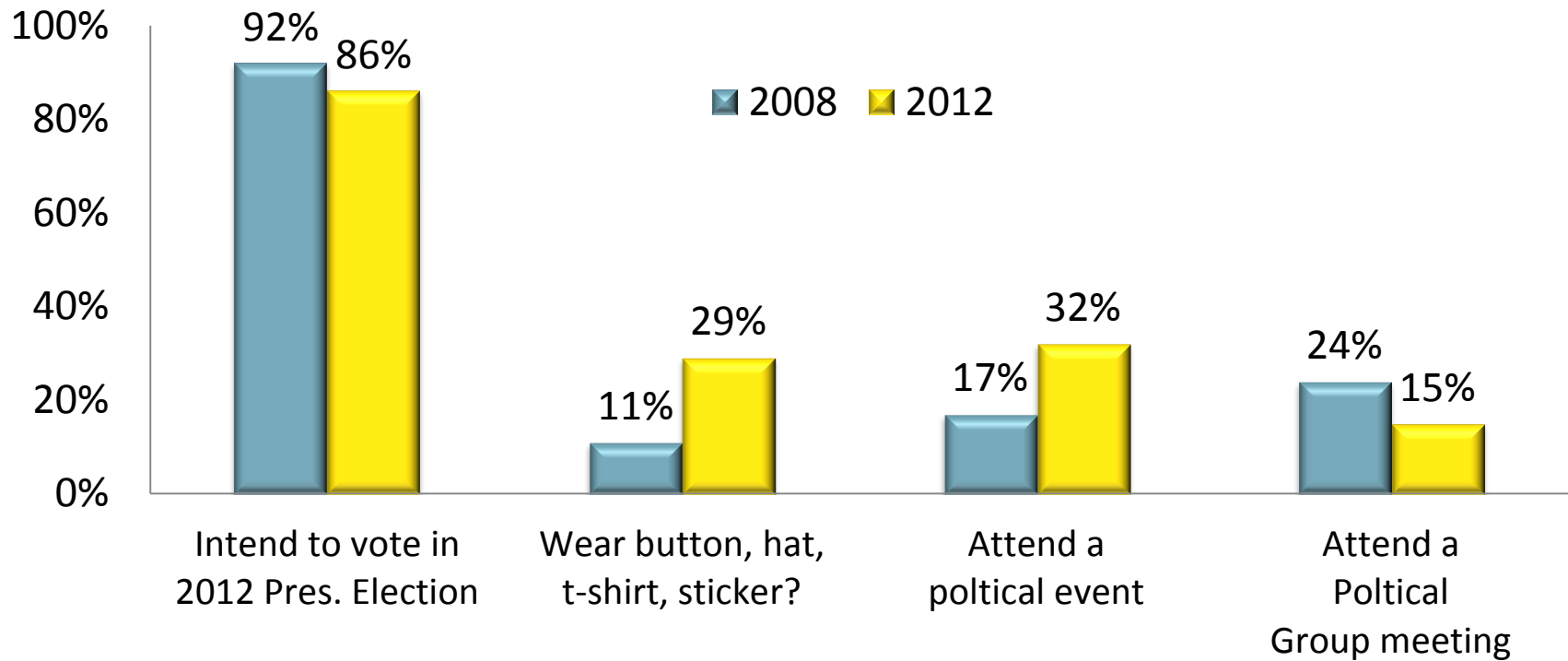
Interest in Politics Among Students

Are Students interested in Politics?



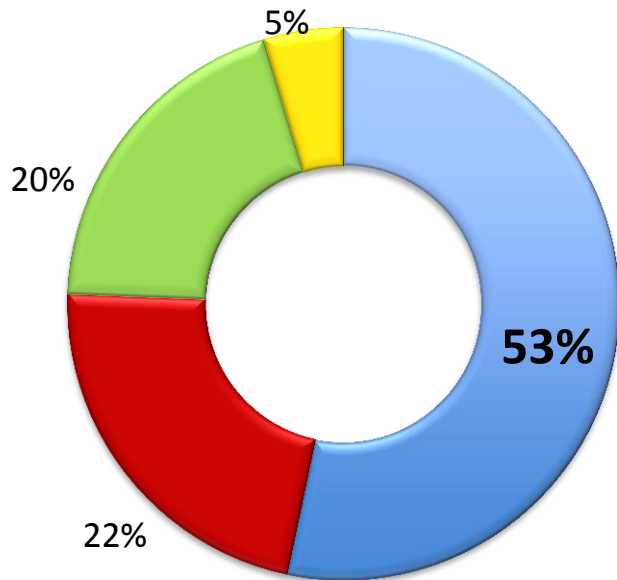
Fall Plans in Politics

Percentage of students saying they will participate in these activities

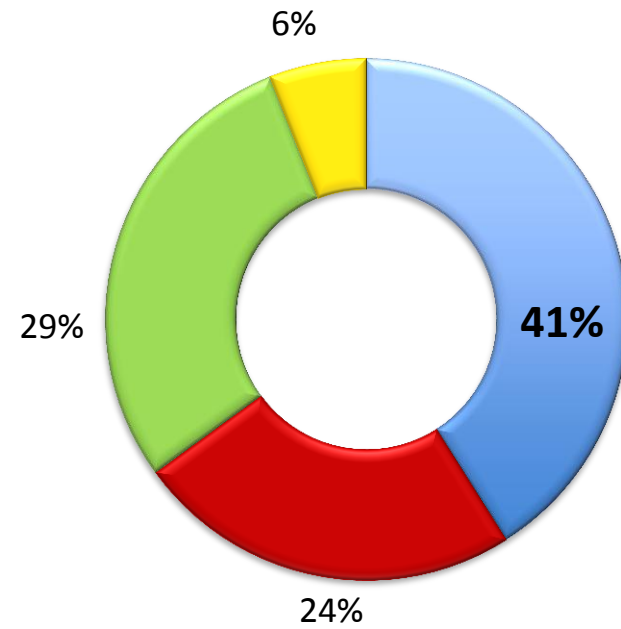


Partisanship Among Students

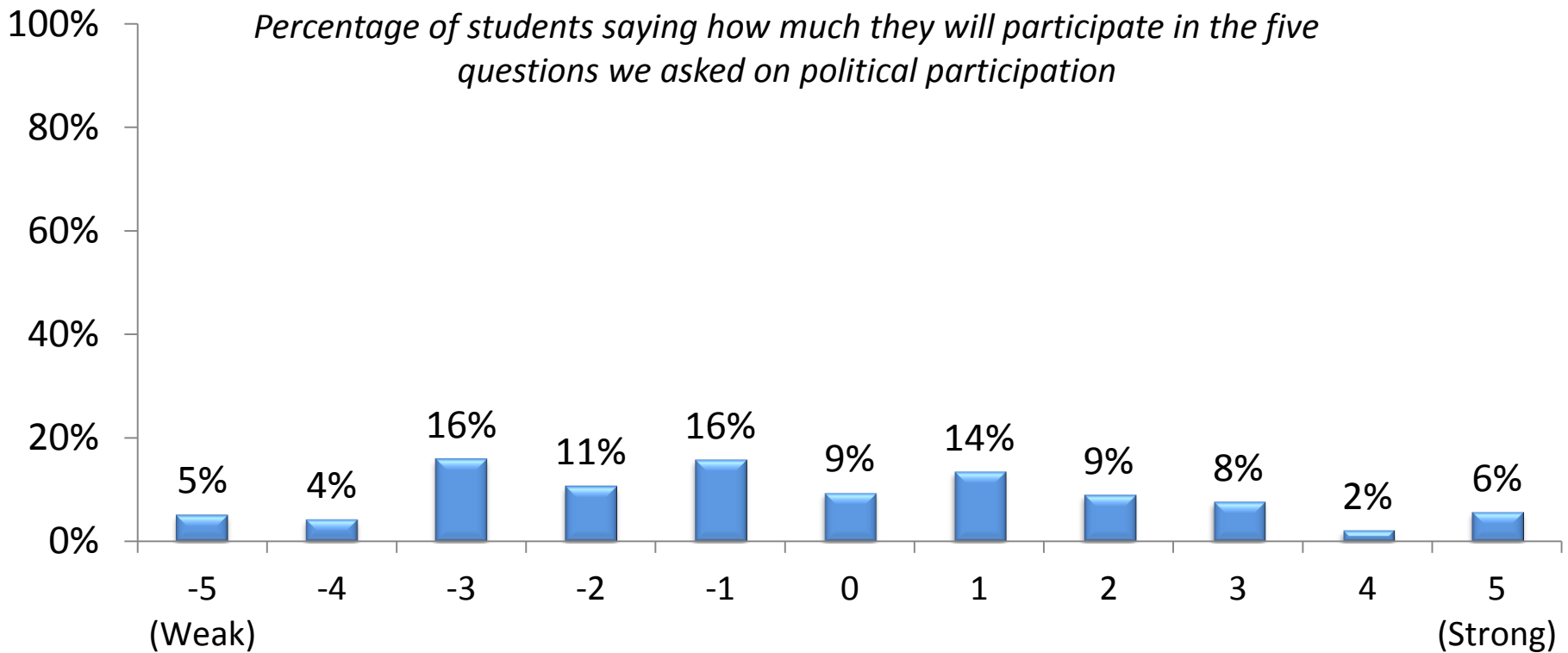
2008



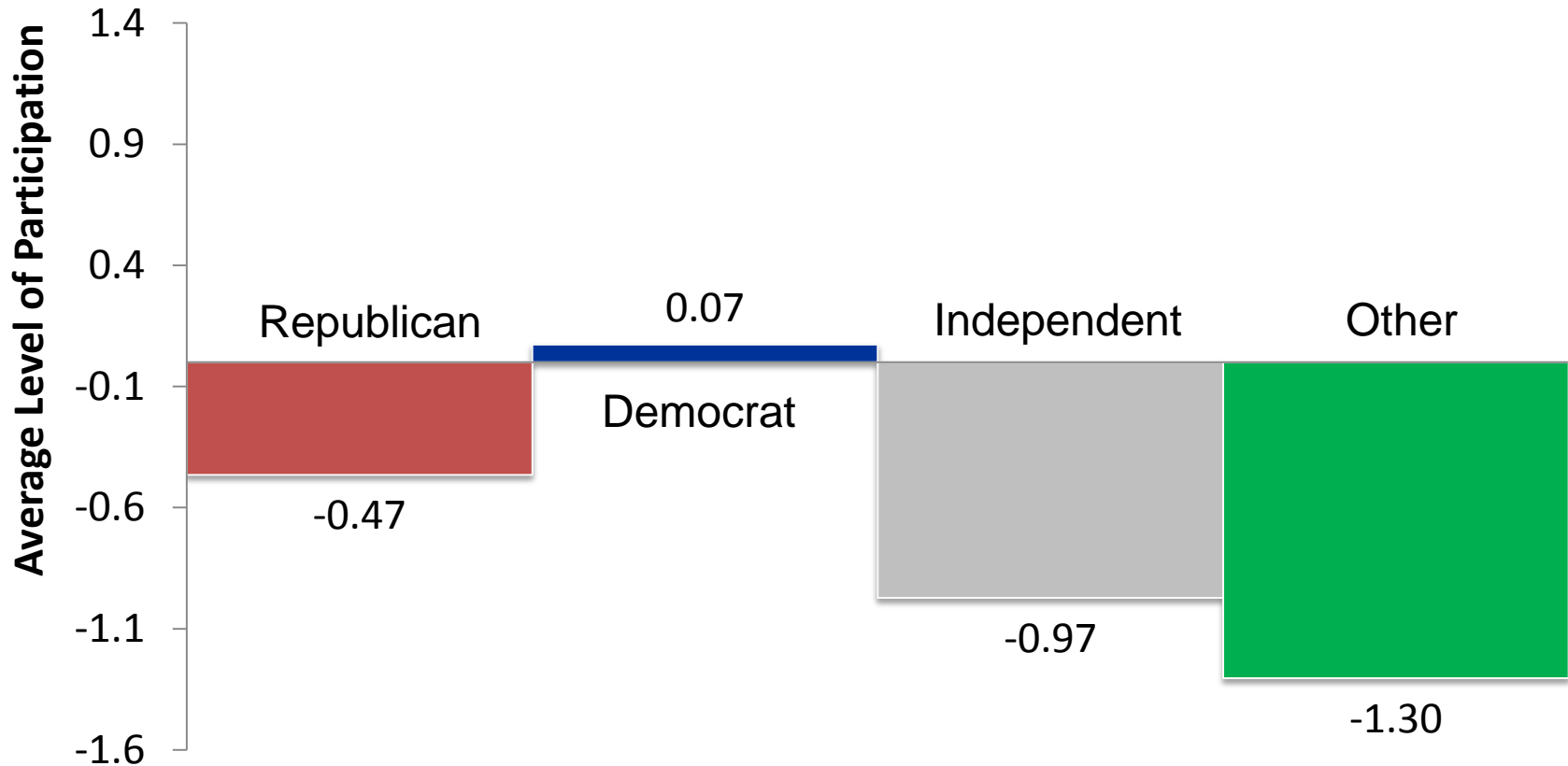
2012



Measuring Overall Political Participation



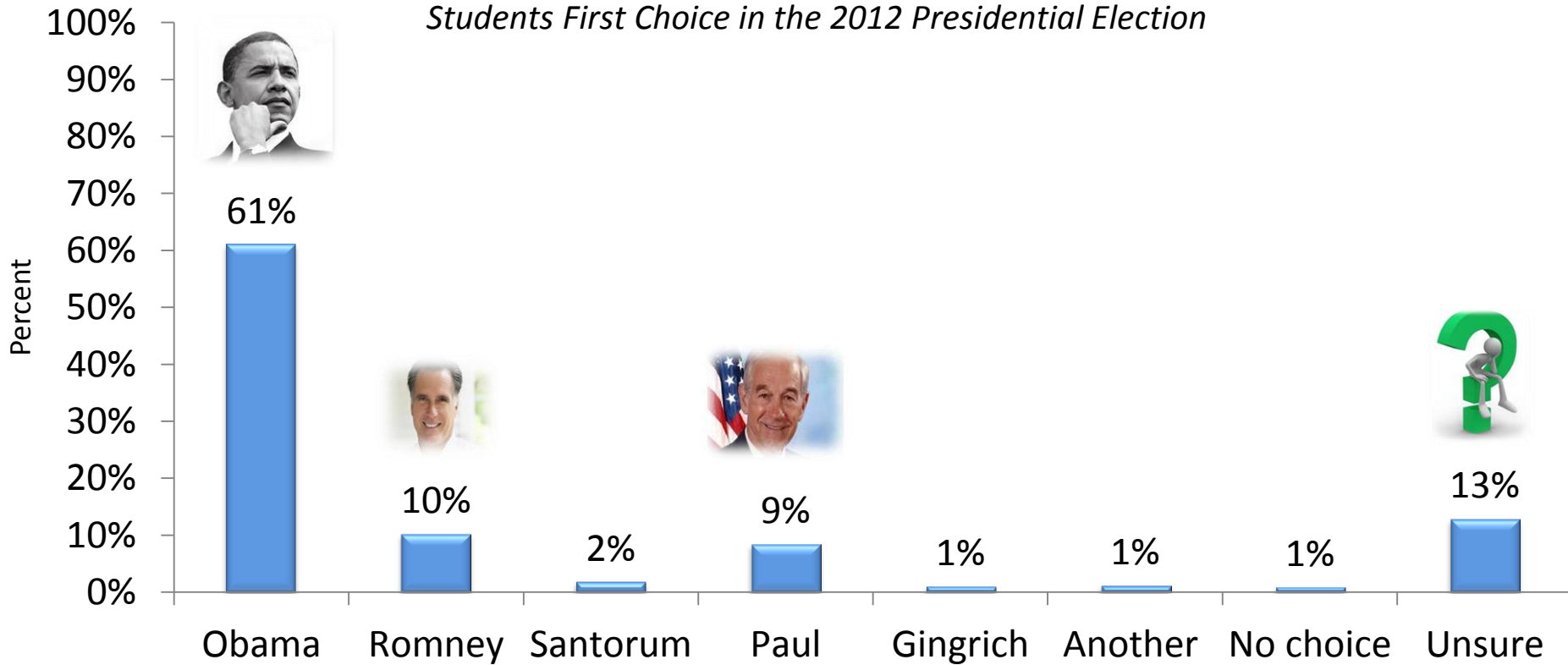
Political Participation Index by Party ID





Presidential Poll

Students First Choice in the 2012 Presidential Election



BLUE HEN
POLL

Dare to do research.