

CAFES 2011 New Student Survey Report

Erin Ingli, Jacki Roden, James Janke, David Trechter

Survey Research Report 2011/25
November 2011

Table of Contents

Executive Summary i

The Background of CAFES 2011 Entering Class:..... 1

How did the incoming students learn about UW-River Falls?..... 4

What most influenced their decision to come to UW-River Falls?..... 4

What contact did incoming CAFES students have with UW-River Falls prior to their arrival? 7

Retention Dimensions: 8

Conclusions..... 11

Appendix A - New CAFES Student Survey, Fall 2011 12

Appendix B – New CAFES Student Survey Comments 14

Executive Summary

During Academic Day, September 6, 2011, incoming freshman and transfer students in the College of Agriculture, Food and Environmental Sciences (CAFES) were asked to complete a one-page survey to learn:

- How they found out about UW-River Falls as an educational institution
- What factors influenced them in 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 of the 246 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 2011, only 44% were from a farm and only about one-fifth of students are the first in their family to attend college.

Once again, word of mouth is a major means of attracting students to CAFES. Of those who responded, 63% 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; 49% listed this as their most influential factor, while 23% listed campus visits as the most influential.

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 (36%) said that family, friends, and alumni helped them form their opinions. Eighteen 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 (12%) and faculty, staff, and other students (10%).

The University of Wisconsin-River Falls continues to be efficient in sharing information about the University with prospective students. A majority of entering students have visited our website (63%), received our mailings (59%), and participated in campus visits (80%). This was the first year CAFES had a Facebook Page, and only 8 out of 246 students stated they were in contact with UWRF prior to their arrival through Facebook.

UW-River Falls was the first choice in colleges for the majority of the incoming class, 80% 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, which is up from 71 percent in 2010.

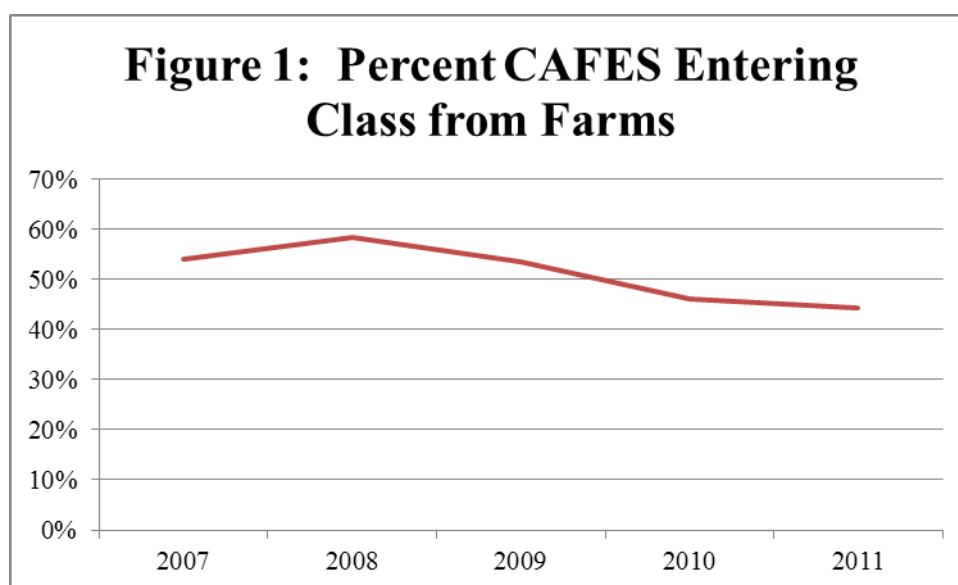
The Background of CAFES 2011 Entering Class:

This is the fifth year that the SRC has conducted the New CAFES Student Survey for incoming students. As was true in the previous four 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 (44%) stated that they grew up on a farm, which, as Figure 1 illustrates, is the lowest proportion of CAFES entering class since data collection began in 2007. As the years continue, it will be interesting to see if the downward trend in students from a farming background will continue. The fact that 56% 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. Exactly one-third (33%) of all students in CAFES are from Minnesota, while 3% are from other states, including Illinois, Connecticut, North Dakota, and even Brazil. These results are similar to the 2007, 2008, 2009 and 2010 new student results.

This year, less than one-fourth of students (22%) 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.



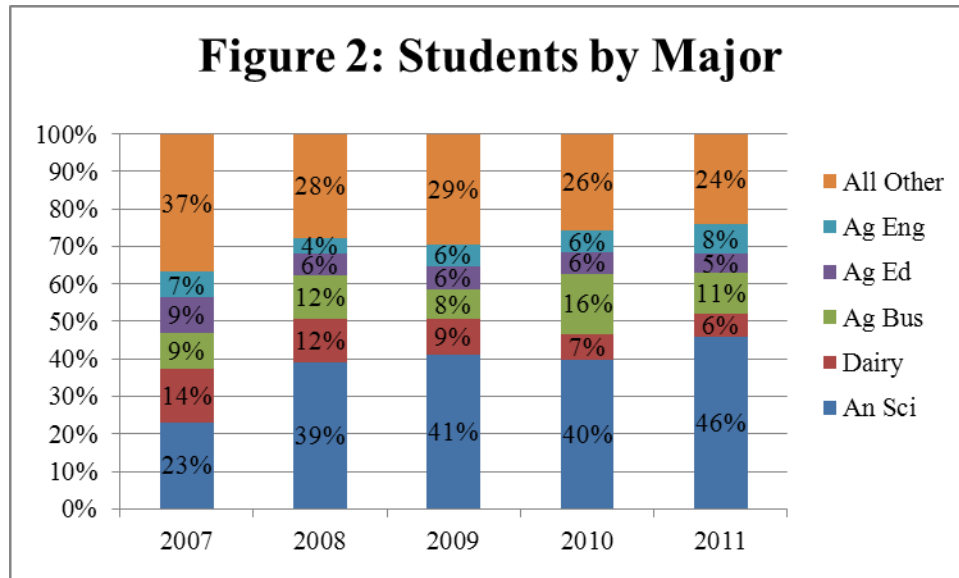


Figure 2 provides a breakdown of the majors of 246 students entering CAFES who turned in a questionnaire in 2011, compared to 249 in 2010, 289 in 2009, 310 new students in 2008, and 190 new students in 2007. Animal Science continues to be the largest major for incoming students and is approaching half of all new students. The other majors in the college have either had somewhat erratic enrollment numbers (e.g. 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 “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.

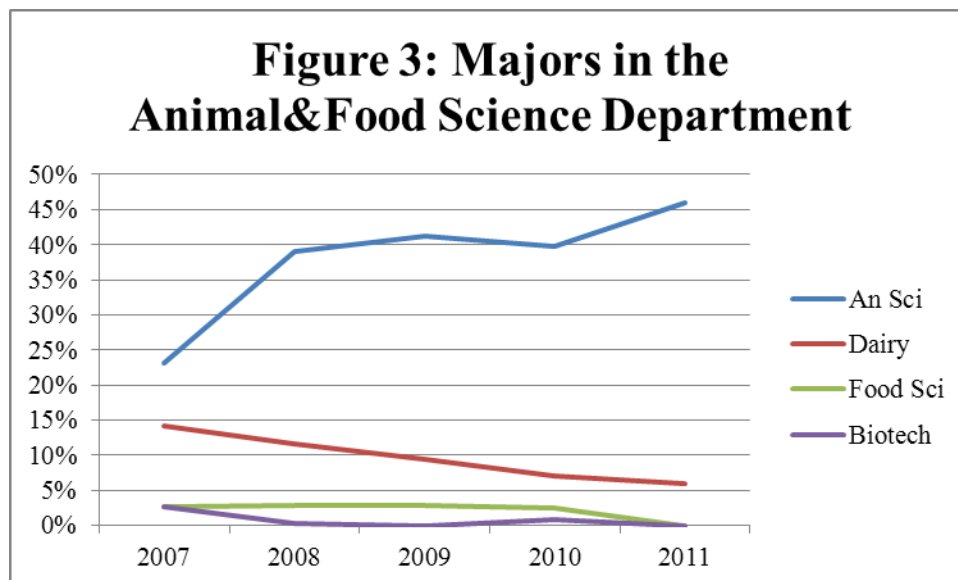
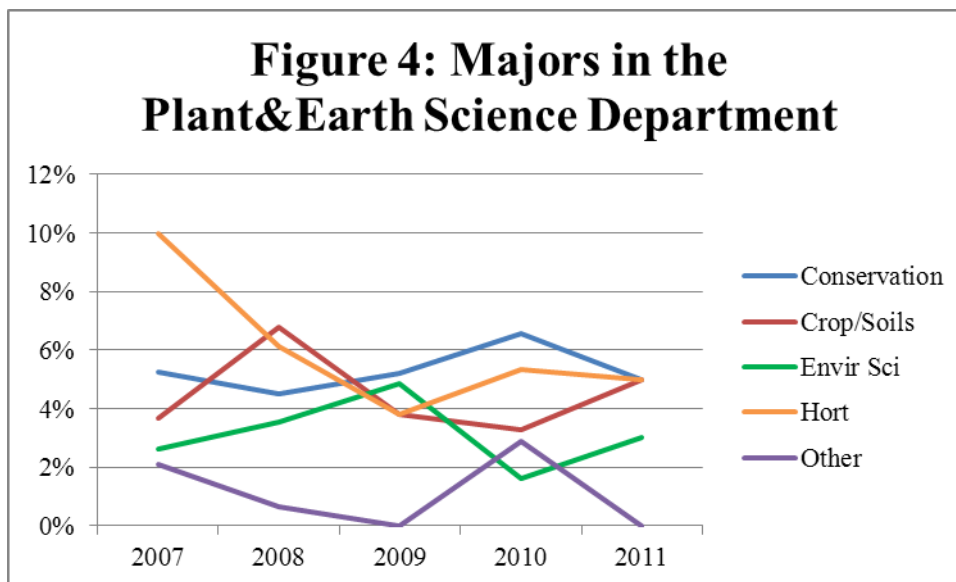


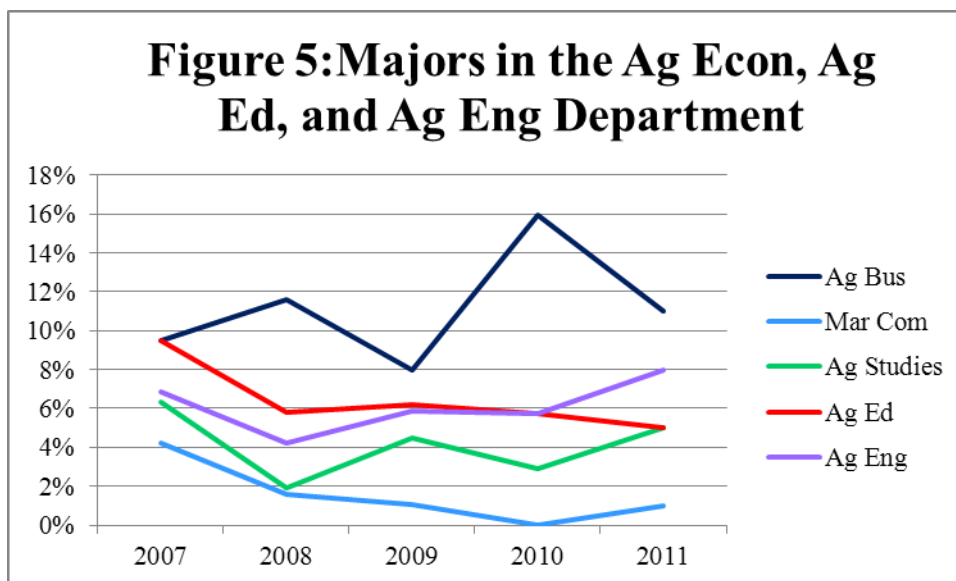
Figure 3 shows that within the animal and food science department, the number of majors for all the programs except animal science are showing declining numbers. Within the animal science major, the SRC suspects that most of the growth is accounted for by the equine program. In short, there is risk to the

college from the preponderance of majors in one program and this may be amplified if most of those majors are in one emphasis within the major.

Figure 4 tracks the proportion of the entering classes between 2007 and 2010 who were in programs in the Plant and Earth Science Department. Enrollments in these majors have been fairly volatile over this period but there is a slight 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 2011.



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 positive overall trend line. Agricultural engineering also appears to have a positive trend line. Agricultural studies is neither increasing nor decreasing, while both agricultural education and marketing communications are trending downward.



How did the incoming students learn 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 5 years has been family and friends. Fairly consistently, between two-thirds and three-quarters of the entering class said they learned about this university from friends and family.

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.

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.

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

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 2011, nearly half (49%) of students said that reputation was the most important factor in deciding to attend UW-River Falls. Over the 5 years during which data have been collected, reputation has consistently been the most influential factor and has been 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.

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.

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

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 246 students who completed a survey, 213 answered this question. In addition, many respondents identified multiple sources of information that helped them form their opinion of UW-River Falls. Table 3 summarizes the respondent's answers for 2011 and 2010, while Appendix B shows a complete listing of their answers for 2011.

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) (36% of all respondents)
- The website (18%)
- Interactions with high school counselors and vocational ag teachers (12%)
- Interactions with faculty, staff and students (10%)
- Campus visits (8%)
- Mailings (5%)
- Other factors including, class size, personal observations, general reputation, and location (11%)

Table 3: Factors Influencing Choice to Come to UW-River Falls		
Factor:	Percent Students, 2011	Percent Students, 2010
Word of Mouth	36%	57%
Website	18%	20%
Faculty-Staff-Students	10%	19%
High School Teachers	12%	18%
Campus Visit	8%	16%
Mailing	5%	7%
Other	11%	9%

Interestingly, the relative importance of the classes of comments noted in Table 3 are the same in 2010 and 2011, 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 extremely successful in attracting students to a campus visit. This year four-fifths of students (80%) said they visited campus prior to starting at UW-River Falls. The increasing trend of students taking part in campus visits is a positive outcome for the university and CAFES.

Slightly less than two-thirds (63%) 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. Fifty-nine percent of students said they recalled receiving a mailing from the university. Mailings seem to be reaching a diminishing percentage of CAFES' incoming students. .

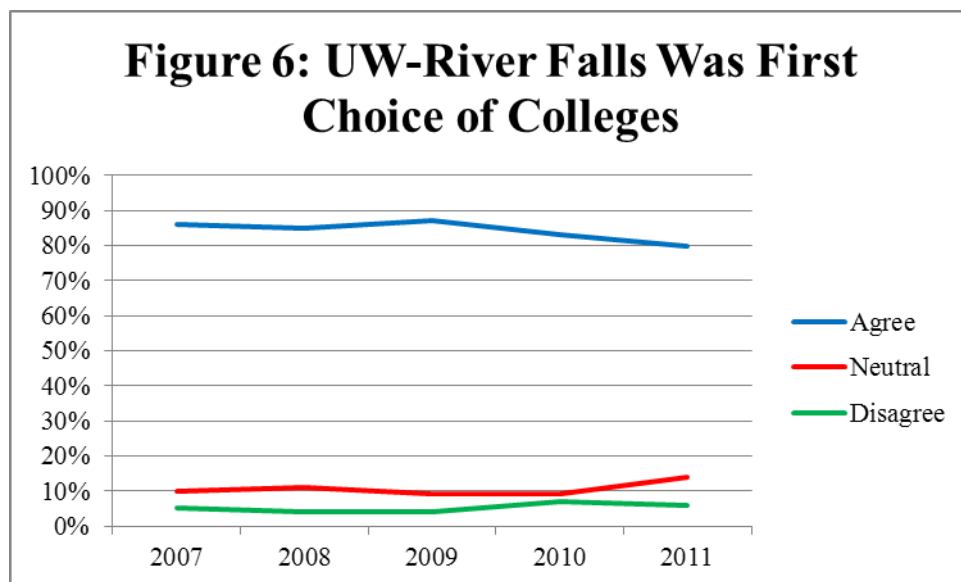
The average student reported having contact with the university by about 3 of the methods listed in table 4. Only 1 of the 246 student respondents reported having made no contact with the university prior to their arrival on campus, while 65 students reported 4 or more different modes of contact (26%).

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

Retention Dimensions:

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

In 2011, about 8 out of 10 students either agreed (25%) or strongly agreed (55%) that UW-River Falls was their first choice of colleges. Figure 6 suggests there is a slight decline in the proportion of CAFES students who identified UW-River Falls as their first choice of schools. Only 6% of the incoming class of 2011 either disagreed or strongly disagreed that UW-River Falls was their first choice of schools. 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 2011, 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.

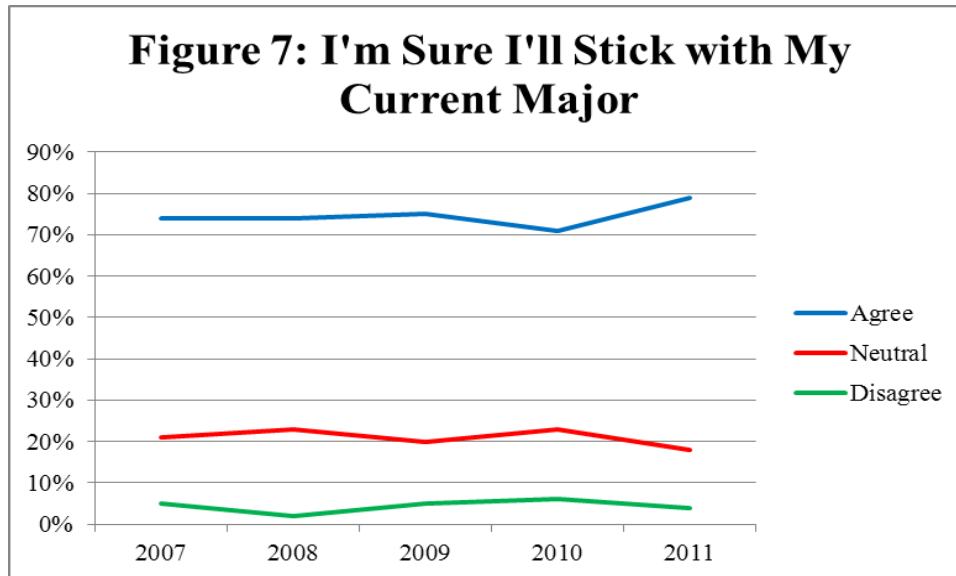
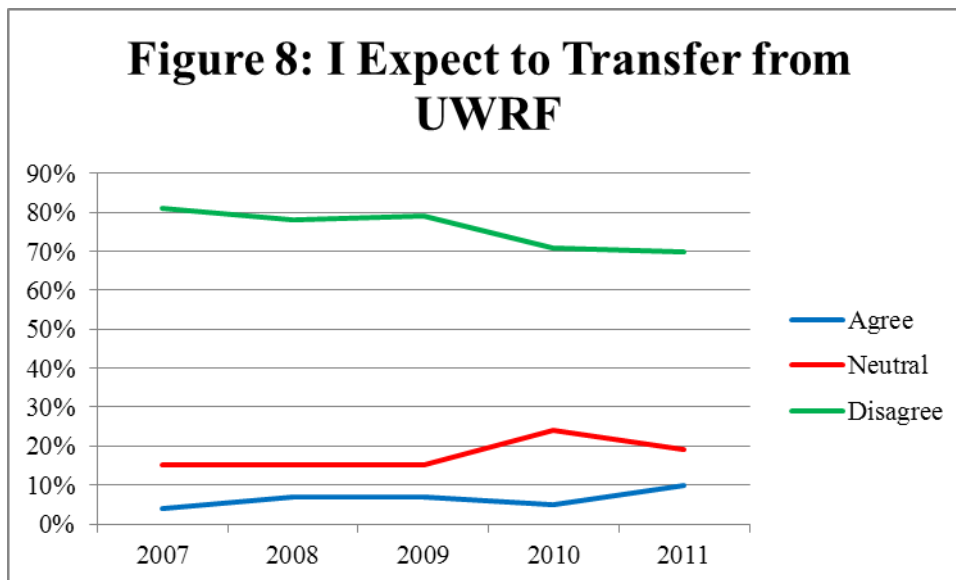
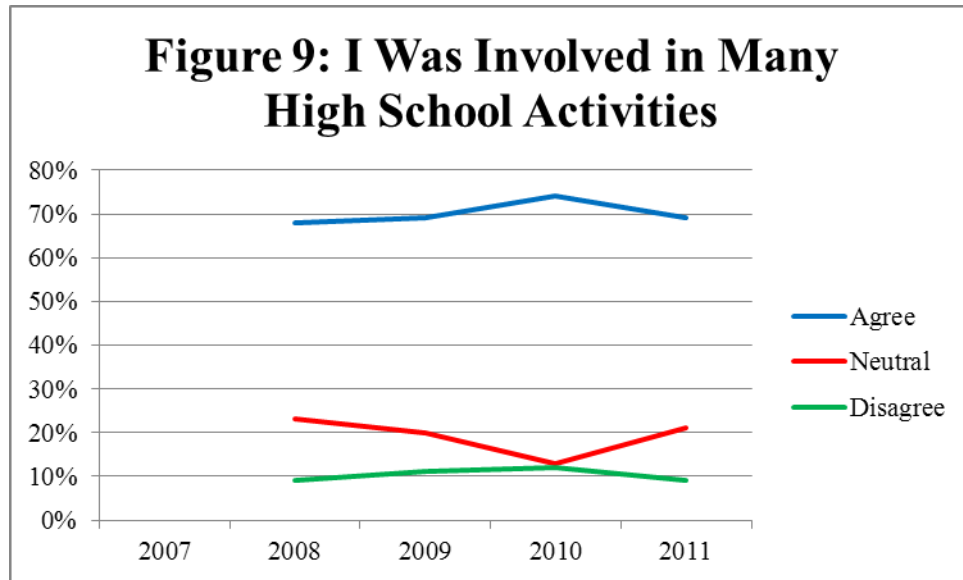


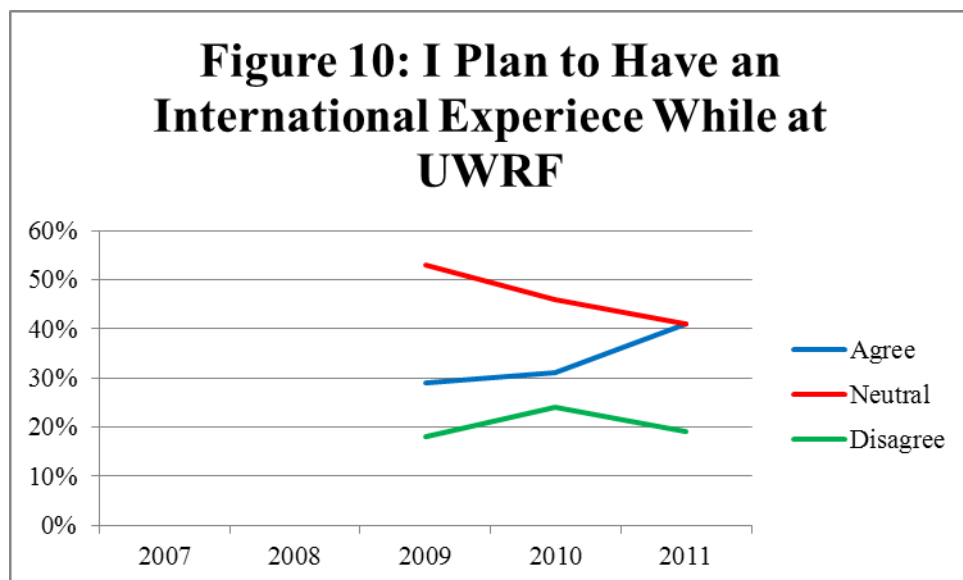
Figure 8 indicates that there has been a downward trend in the proportion of incoming students who “disagree” or “strongly disagree” that they will transfer from UW-River Falls. For the first time since we have been collecting data, 10% of the 2011 students said they expect to transfer from this university. Ag Education majors are significantly less likely to think they will transfer, while environmental science students are more likely to do so.



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. Nearly seven out of ten students agreed or strongly agreed that they were involved in extracurricular activities in high school. Students that grew up on a farm were 12% 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.



Finally, students were asked if they planned to include an international experience during their time at UW-River Falls. The results suggest a growing proportion of respondents who agreed that an international experience is in their plans. Analysis indicates that students majoring in soils are significantly less likely to include an international experience during their time at UW-River Falls but that animal science students are more likely to be planning an international experience.



Conclusions

The results from the 2011 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 nonfarming 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 246 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.

A majority of incoming freshman and transfer students said UW-River Falls was their first choice of colleges but there has been a slight decline in this indicator. Most students also consider themselves to be strongly committed to their major. In addition, there has been an on-going decline in the proportion of CAFES students who say they are unlikely to transfer from UW-River Falls.

In sum, the results of the 2011 survey are not dramatically different than in previous years but do suggest a few potentially troubling trends.

Appendix A - New CAFES Student Survey, Fall 2011

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

20%	I live nearby	12%	UWRF staff visited my school	2%	Newspaper/magazine ad or story
63%	Family and/or friends	10%	Mailing/Brochure from UWRF	0%	CAFES Facebook Page
22%	Web Search	28%	Teacher/Guidance Counselor	10%	Other _____

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

5%	Info on web site	49%	Reputation/quality of programs	16%	Size of campus
17%	Parents/family members	11%	Friends/other students at UWRF	2%	Financial aid received
7%	Teacher/guidance counselor	1%	Turned down by first choice of colleges	23%	Campus visit
21%	Location/distance from home	1%	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)

59%	Mailings/brochures	22%	Personal meeting with faculty/staff	63%	Visited website
24%	Phone calls	80%	Campus visit	3%	CAFES Facebook Page
7%	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	55%	25%	14%	6%	0%
b. I am sure I'll stick with my current major	37%	42%	18%	4%	0%
c. I expect to transfer from UW-River Falls	4%	6%	19%	37%	33%
d. I was involved in lots of activities (sports, clubs, volunteering) in high school.	36%	33%	21%	7%	2%
e. I plan to include an international experience (e.g. study tour) during my time at UW-River Falls	14%	27%	41%	15%	4%

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

- | | |
|--|---|
| <ul style="list-style-type: none"> • Word of Mouth (36%) • Website (18%) • Faculty, Staff, Students (10%) • High School Teachers (12%) | <ul style="list-style-type: none"> • Campus Visit (8%) • Mailings (5%) • Miscellaneous (11%) |
|--|---|

6. I grew up on a farm	Yes	No	7. I am from	Wisconsin	Minnesota	Other _____		
	44%	56%		65%	33%	2%		
8. Others in my family have gone to college	Yes		No		Don't know			
	78%		22%		0%			
9. What is your major?	Ag Bus	Ag Ed	Ag Eng	Ag Studies	An Sci	Biotech	Conservation	Envir Sci
	11%	5%	8%	5%	46%	0%	5%	5%
	Hort	Food Sci	Crop/Soils	Dairy	Mar Com	Geology	Land Use Planning	
	5%	0%	3%	6%	1%	0%	0%	

Appendix B – New CAFES Student Survey Comments

1. How did you learn about UW-River Falls? (Other) (23 responses)

- FFA (6x)
- 4-H
- A friend visited a friend
- Career Class
- Coach
- College fair
- Dairy Expo, Madison
- FFA Competition
- FFA Contest
- Fieldtrips
- Football camps
- Judged here
- La Crosse MOSES conference
- MATC Vet Tech Program
- Midwest Horse Fair
- My veterinarian
- UWRF Friends
- Word of mouth - other agriculture teachers went here

2. What most influenced your decision to come to UW-River Falls? (Other) (19 responses)

- Animal Science Program (2x)
- CAFES Program
- Classes offered
- Closest agriculture school
- Cost
- Great agriculture school
- I knew what I wanted from the start and UWRF offered it
- Knowing other grads
- Local vet
- Major
- Only school for horse program
- Price
- Programs
- Reputation/ only UW to have my major
- Sustainable agriculture major
- Unemployment
- Vet Tech program
- Veterinarian

3. What contact did you have with UW-River Falls prior to your arrival? (Other) (17 Responses)

- FFA Activities (3x)
- Emails (2x)
- Friends (2x)
- Argosy University
- Camps
- Contest held here
- Emailed Dr. Baumann
- Have friends here
- Shadow day
- Sister
- WSCA Congress
- YOP classes
- Youth Options Class

5. What source of information has influenced your opinions about the quality of UW-River Falls Programs? (315 responses)

Word of Mouth (114 responses)

- Family and Friends (13x)
- Friends (12x)
- Alumni (6x)
- Past Students (5x)
- Family Members (4x)
- People talking about it (2x)
- Word of Mouth (2x)
- All the advice from the leaders
- Alumni and word of mouth from people who know the school
- Brother/cousins who go/went here
- Businesses
- Employer and fellow employees said positive things
- Faculty talking about it and mom went to college here
- Family
- Family heard from friends it has a good equine program, and also the emphasis on the teachers and how much they care
- Family members / UWRF Alumni
- Family members who have attended here
- Family members who went here and their stories
- Family members, web visits
- Family statistics
- Family that have went here
- Former graduate

- Friend who graduated in a previous year
- Friends and best for my major
- Friends and family members as well as the reputation of this school
- Friends and family telling me about how great it is!
- Friends and Family. Great School!
- Friends what's said at programs/college visits, students that have gone here
- Friends who attend UWRF
- Friends who attended here and advisors at last college
- Friends with same major
- Hearing from students and friends
- Hearing positive things from other students
- I had some family and friends that attended here and highly recommended the school
- I have heard from everyone who attended that they loved it here
- I have heard from family and peers about the great agricultural programs at UW-RF
- I have heard from other people who went here that they love it
- I have older friends who recommended the school
- I heard a lot of good things about the animal science program from friends and teachers
- What my brothers have said
- Know a lot of people who have gone to UW-River Falls
- Many of my relatives have told me much about UWRF
- My cousin who is a senior here at UWRF
- My family came to this school and loved it
- My friends and family have told me about it
- My mother was a student here and loved it. Also many of the faculty members so my high school were students here and they are very good at what they do.
- My opinions were influence by prior students and campus visits
- My parents and our veterinarian said that RF had a very good Ag Program
- My parents experience here
- My past advisor from my previous college and people that I know who've graduated from here
- My sister is a student here and has he told me a lot about it
- My sister telling me the reputation of UWRF
- My uncle, my quiz bowl team instructor
- One of my family friends is an alumni and has continually spoken higher about it
- Other graduates from my major
- Others who have gone here
- Parents and brother said its good
- People
- People have said good things about the school
- People I know who attended UWRF
- Previous alumni
- Recommendations of others
- Recommendations from alumni

- Relatives friends that have gone here in the past
- Relatives going here
- Talking to former students
- Talking to others and hearing how happy they were
- Talking to People
- Talking to people who have gone here
- Talking to previous students, families
- Previous students
- The people walking around
- Variety of people that I have talked to
- What employers have to say about the programs
- What friends and other people have said
- What people have told me about them and how much they liked it
- Word of mouth from my friends

Website (56 responses)

- UWRF Website (37x)
- Internet (10x)
- Facebook (2x)
- Information on the website (2x)
- CAFES Facebook page
- Email
- I saw on the internet that River Falls has an exceptional program
- UW Madison - SVM website
- UW system

Faculty, Staff, Students (30 responses)

- Current UWRF students (9x)
- Faculty (4x)
- Staff (4x)
- All professors, no TAs
- Also the faculty here at school have added to that
- Campus faculty visits during FFA regional judging contests
- Just meeting with the students and teachers at the campus
- Meeting with Kelm and understanding their goals as professors to help students learn more
- Opinions from other students
- Other students and faculty/parent
- Other Students and visitors
- Other students WOW
- Other students/ programs at the university
- Others who have gone here/ school reputation
- Quality of staff

- Talking to dean/program directors

High School Teachers (37 responses)

- Teacher (9x)
- High school teachers (4x)
- Teachers and Guidance counselors (3x)
- Counselor (3x)
- FFA Advisor
- High school Ag teacher
- I have heard about the classes through my teachers and the website
- My Ag teacher also respected UWRF
- My agriculture teacher
- My agriculture teacher encouraging me to go to UWRF
- My agri-science teacher in high school
- My counselor in high school also helped
- My FFA advisor was a graduate
- My guidance counselor
- My high school agriculture teacher graduated from here and I love the campus and its reputation
- My horticulture teacher from high school really recommended this program for me
- My teachers, talking to current and past students
- Past teachers
- References from guidance counselor
- Talking to advisors
- Teacher opinions
- What I heard from my teachers

Campus Visit (25 responses)

- Campus visit (15x)
- Visits (3x)
- Also visiting the college
- Campus visit was very informational
- Many campus visit
- The visits have influences my opinion
- Visiting the college, really influenced my decision
- When I did campus visits the students explanation about the programs
- When I had my campus visit

Mailings (17 responses)

- Brochures (10x)
- Mailing (4x)
- Information given out by the campus
- Information packet

- Reading about this program

Miscellaneous (36 responses)

- Reputation (2x)
- All of them convince me that this is a great school!
- Argosy University, word of great education
- Best in the state!
- Financial and class sites, as well as main majors here
- First hand seeing the lab farms
- Graduate success from the CAFES program
- I also heard from others that it was a great ag school
- I was told the agriculture program is good and the lab farms are a good learning resource
- Job opportunities
- Lab farms
- My previous college
- Not many schools in the twin cities offer my major
- Opinion of local vets, and the good transfer program with MATC
- Pad, info
- Past students and programs/majors available along with teachers from MATC
- Past testimonies from people I know that have gone or are going to River Falls
- Quality agriculture education program
- Recommendations
- Reputation of animal science program
- Reputation of animal science program, equine
- Reputation of the Ag Programs
- School reference
- School reputation
- Seeing UWRF in the American Quarter Horse Association Magazine
- Standings in Agriculture development throughout the country
- Talking to various veterinarians and they highly recommended this program
- The amount of resources outside the classroom strongly influenced my vies on the quality of UWRF
- The information Dr. Baumann gave me about my program and the agreement with transferring credits to MATC
- The lady who was at the Lacrosse MOSES conference
- The people and programs
- The programs
- The quality of Dairy Science major
- Through our FFA, I found out how much I liked UW-River Falls
- Through the FFA

7. I am from (other) (5 responses)

- Illinois (2x)
- Brazil
- Connecticut
- North Dakota