



# CAFES New Student Survey Summary, 2013

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## Executive Summary

During Academic Day, September 3, 2013, 305 incoming freshman and transfer students in the College of Agriculture, Food and Environmental Sciences (CAFES) completed a one-page survey asking:

- 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 of the students' responses. The response frequencies for each question in the survey can be found in Appendix A.

In 2013, for the first time since 2009, more than half the in-coming students (52%) said they are from a farm; only one-quarter 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, 65% 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, 46% listed this as their most influential factor, while 23% listed the size of campus 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. Half the respondents said that word of mouth (e.g. from family, friends, and alumni) helped them form their opinions about River Falls. Sixteen percent of students reported that the University of Wisconsin-River Falls website was influential in forming their opinions. Other influences came from high school teachers, counselors, and vocational agriculture teachers and faculty, staff, and other students (10% - 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 (54%), received our mailings (62%), and participated in campus visits (74%). Only 9 out of 305 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 (25%) or strongly agreed (60%) with this statement. In addition, approximately eight in ten students agreed (44%) or strongly agreed (34%) that they plan to stick with their current major. There is an increasing proportion of in-coming students who expect to include an international experience during their time at UWRF.

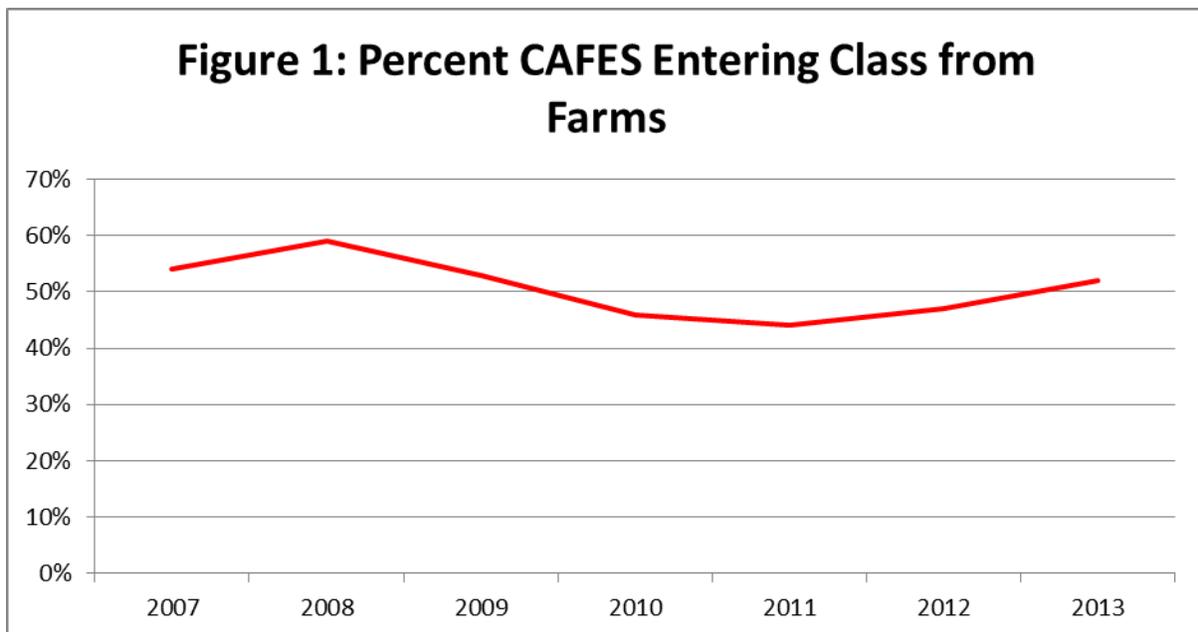
## The Background of CAFES 2013 Entering Class:

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

Slightly more than half of all students (52%) stated that they grew up on a farm in 2013. As Figure 1 illustrates, 2013 is the first year since 2009 in which more than half of CAFES new students came from farms. The fact that 48% of the entering class is from a non-farm background demonstrates the appeal of CAFES majors to a more diverse set of students.

Two-thirds (66%) of the CAFES students reported that they were from Wisconsin. Slightly more than one-third (34%) of all students in CAFES are from Minnesota. These results are similar to the previous new student results.

This year, one-quarter of students (25%) 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 UWRP students are the first in their family to go to college.



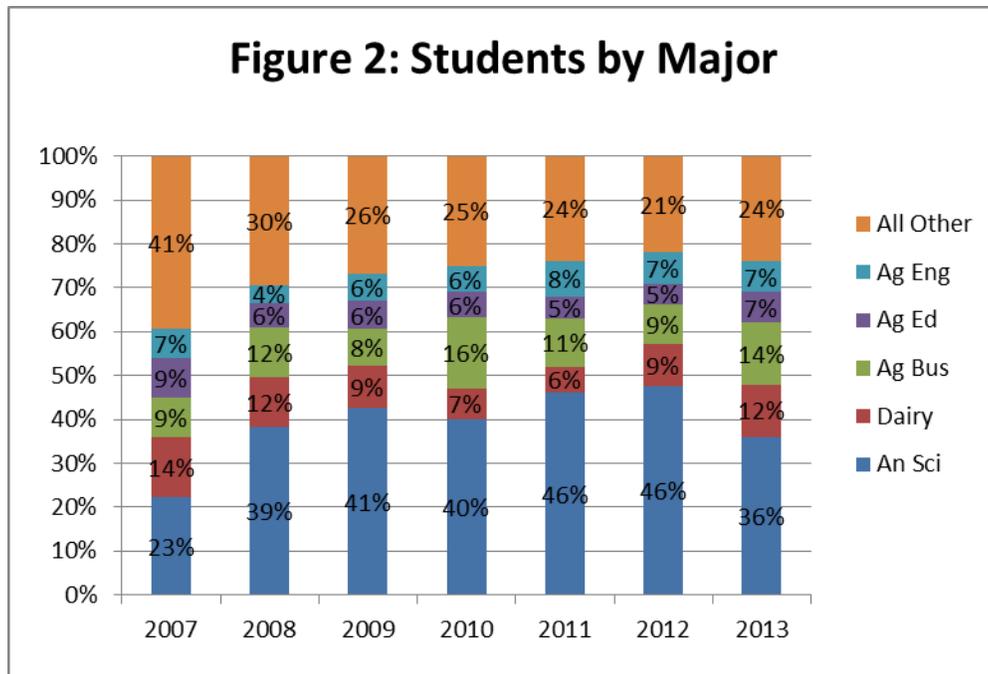


Figure 2 provides a breakdown of the majors of the 305 students entering CAFES who turned in a questionnaire in 2013, compared to 353 in 2012, 246 in 2011, 246 in 2010, 289 in 2009, 310 new students in 2008, and 190 new students in 2007. Animal Science continues to be the largest major for incoming students and is responsible for more than one-third of all new students. The other majors in the college have either had somewhat erratic enrollment numbers (e.g. enrollments in ag business, environmental science, and ag engineering show neither a consistent upward nor a consistent downward pattern) or are showing a slight decline in numbers (e.g. horticulture). Ag studies makes up 10% of the majors in “other” but none of the other majors in that catch-all category (environmental science, conservation, etc.) represent more than 5% of the entering class’ majors.

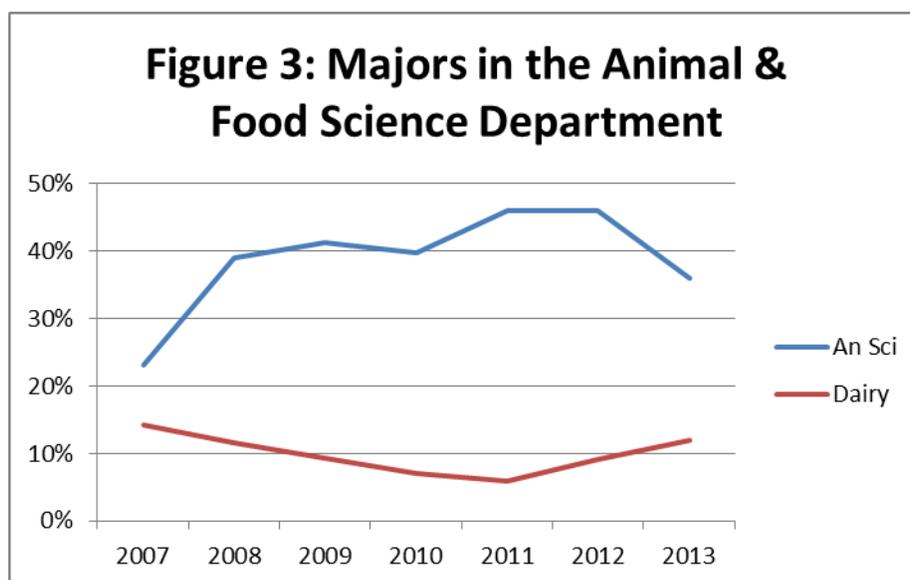
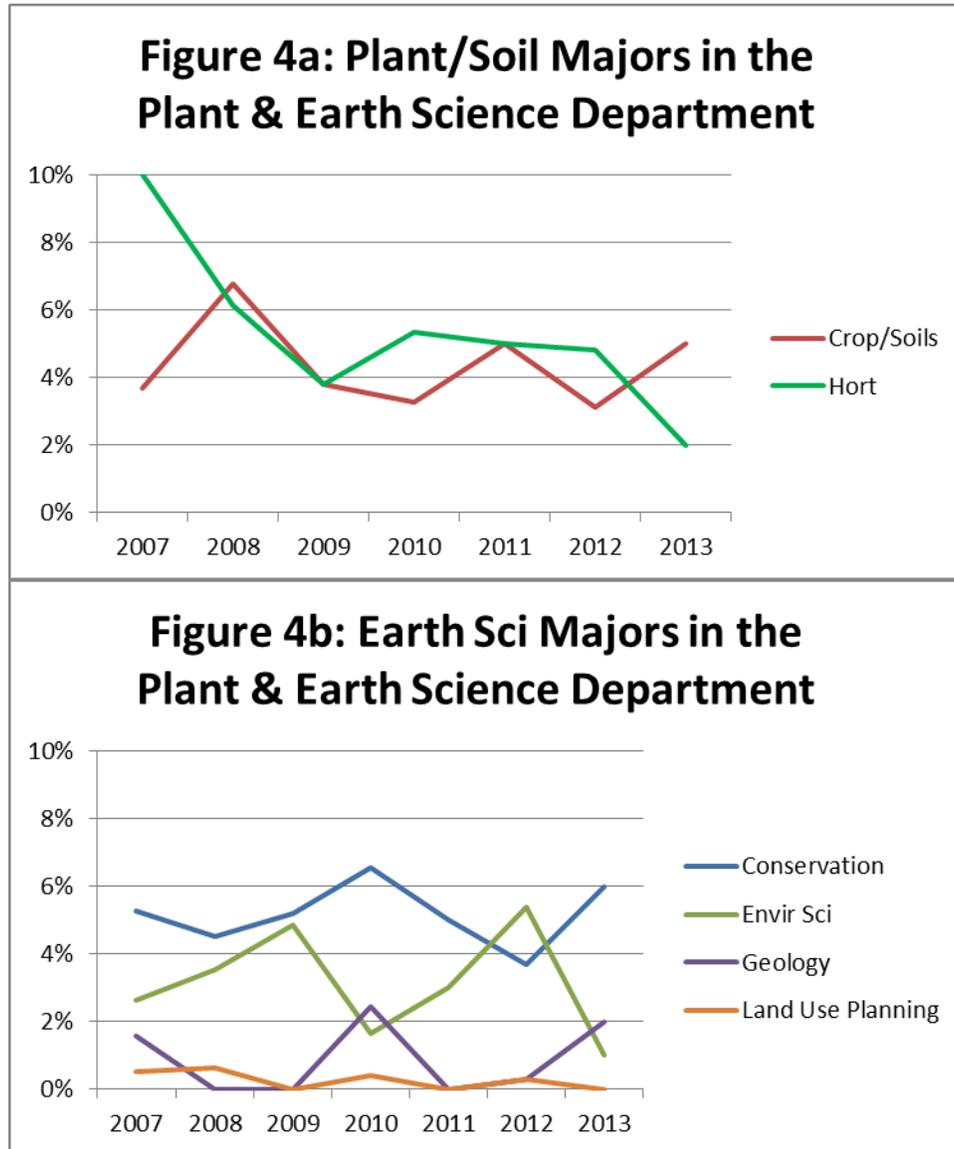
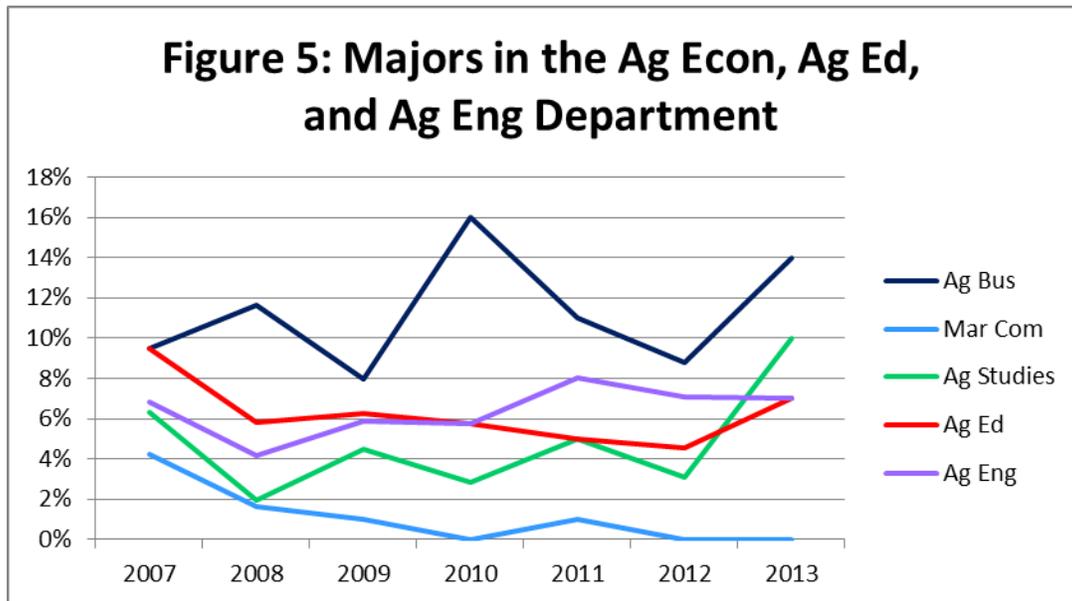


Figure 3 shows that, despite a dip in 2013, the trend in animal science majors over the 2007-2013 period is positive. Within the animal science major, most of the growth over the last few years is accounted for by the equine and pre-vet programs. The trend for dairy science is flat, though it registered a slight increase in enrollment for the second year in a row. In previous reports, Figure 3 included information about Food Science and Biotech majors. Because there have been no new majors in those programs for the past three years, the SRC excluded those majors from Figure 3.



Figures 4a and 4b track the proportion of the entering classes between 2007 and 2013 who were in programs in the Plant and Earth Science Department. With respect to Figure 4a, the key result is the continuing decline in the number of horticulture majors; in 2007 hort majors made up 10% of the entering class but only 2% in 2013. The number of crops and soils majors has been fairly volatile but there is no clear trend. Volatility is even more apparent in Figure 4b, the more earth science-focused majors in the department. Overall, there is a downward trend in the proportion of the entering class in PES majors. In 2007, PES majors were 24 percent of all entering students but have only represented 18, 18, and 16 percent in the last three 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 overall trend for agricultural business, agricultural engineering and agricultural studies is slightly positive. The agricultural business program has been notably volatile in terms of the proportion of entering students in the program. The significant growth in agricultural studies in 2013 is, in part, the result of a policy change that placed all “undeclared” majors who expressed an interest in agriculture into this program. The growth is also related to restrictions placed on students entering the animal science department. Those with an insufficiently high GPA or test scores to be admitted directly into the animal science program, sometimes find their way into the agricultural studies program.

## 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 7 years has been family and friends; this source has consistently been twice as important as the next most important factor (teachers and guidance counselors).

<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>	<b>2013</b>
Count	190	310	289	249	246	353	305
Family/Friends	68%	71%	70%	63%	63%	62%	65%
Teacher/Counselor	31%	33%	32%	38%	28%	26%	30%
Web	16%	16%	16%	18%	22%	25%	18%
Live nearby	22%	18%	18%	18%	20%	20%	18%
UWRF Mailing/Brochure	15%	12%	9%	6%	10%	13%	17%
Other	6%	9%	8%	8%	10%	12%	9%
UWRF Staff Visit	10%	5%	8%	5%	12%	8%	9%
Newspaper	2%	1%	1%	2%	2%	1%	1%
CAFES Facebook					0%	0%	1%

After a number of years of slowly increasing importance, the web as a source of information about CAFES dipped slightly in 2013. Further, CAFES Facebook page has still not become a significant source of information about this university for incoming students. Compared to previous years, significantly more students identified mailings/brochures in 2013 as a source of information about the student. This is the fourth year in a row in which this source of information increased in importance. The trend of increasing use of print media is very much at odds with what we would expect and what seems to be the norm nationally.

There are also some differences in how different groups of CAFES students find out about UW-River Falls:

- Students who grew up on a farm were significantly more likely to say that they heard about this university from family or friends or from their teachers/guidance counselors
- Students who did not grow up on a farm were significantly more likely to have found out about us from our website
- Compared to students in other majors, agricultural education majors were less likely to credit family or friends and more likely to say they heard about UW-River Falls from teachers/guidance counselors or from one of our faculty or staff who visited their school
- Agricultural studies majors are more likely to live nearby and report having learned of us from a teacher or guidance counselor
- Conservation students are more likely to have learned of us from the web and less likely to remember seeing print brochures from us
- Students who are the first in their family to attend college were significantly more likely to have heard about us from a teacher or guidance counselor or from a university faculty or staff member who visited their school

- Not surprisingly, those who have other family members who have attended UW-River Falls are significantly more likely to say they heard about us from friends or family members; these students are less likely to have discovered us on the web

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

Respondents were also 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. Because multiple choices are possible, the percentages for any given year sum to more than 100%.

As in previous years, incoming students noted that the quality of our programs and our strong reputation was the most important factor in choosing UW-River Falls. In recent years, about half the students said reputation was the most important factor in deciding to attend UW-River Falls. Over the 7 years during which data has been collected, reputation has consistently been the most influential factor in terms of our students choosing to attend UWRF. Our reputation is about twice as influential as the other factors summarized in Table 2.

	2007	2008	2009	2010	2011	2012	2013
Count	190	310	289	249	246	353	305
Quality/Reputation	26%	47%	36%	40%	49%	52%	46%
Size of Campus	5%	24%	7%	14%	16%	22%	23%
Location/Distance from home	7%	19%	4%	15%	21%	20%	22%
Campus Visit	13%	22%	13%	28%	23%	23%	20%
Parents/Family	7%	14%	5%	10%	17%	11%	16%
Friends/Students at UWRF	9%	17%	4%	12%	11%	11%	10%
Other	4%	9%	7%	6%	7%	7%	8%
Teacher/Guidance Counselor	3%	7%	5%	9%	7%	7%	7%
Web Site Info	3%	5%	2%	3%	5%	7%	6%
Financial Aid Received	0%	3%	0%	1%	2%	3%	3%
Contact with Faculty	1%	2%	0%	2%	1%	3%	2%
CAFES Facebook Page					0%	0%	1%
Turned down by first choice	1%	3%	0%	2%	1%	1%	1%

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 size of our student body and our location appear to be of increasing importance to our students' decision to attend UW-River Falls. The influence of friends and family is about twice that of

guidance counselors/teachers in terms of influencing the decision to attend UWRF. Very few students decide to matriculate in CAFES because it is their second choice.

Comparing 2013 responses to those across the 2007-2012 timeframe, the following were significantly more influential in this class' decision to come to UW-River Falls:

- Parents and family
- The size of our campus
- The distance from home

## 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 305 students who completed a survey, 265 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. A total of 410 responses were recorded. Table 3 summarizes the respondent's answers for 2011 – 2013, while Appendix B shows a complete listing of their answers for 2013. "Other" in Table 3 includes things like class size, personal observations, general reputation, and location.

<b>Table 3: Factors Influencing Opinions About Quality of UW-River Falls</b>			
<b>Factor:</b>	<b>Percent Students, 2011</b>	<b>Percent Students, 2012</b>	<b>Percent Students, 2013</b>
Word of Mouth	36%	37%	51%
Website	18%	18%	16%
Faculty-Staff-Students	10%	14%	11%
High School Teachers	12%	8%	10%
Campus Visit	8%	7%	10%
Mailing	5%	5%	3%
Other	11%	10%	11%

Compared to previous years, word of mouth was much more important to the new students in 2013 than in previous years. Word of mouth is more than 3 times as influential as the other factors included in the table.

## 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; approximately three-quarters or more reported having visited campus. Interestingly, a substantially lower proportion of this year's in-coming class said they had visited our website. For the first time in many years, more new CAFES students said they had received a mailing from campus (52%) than said they had visited the website (54%). The proportion saying they had received a mailing has been quite constant over the past four years. The decline in the proportion saying they had contact with campus via the web is significantly lower in 2013 than over the previous 6 years. More than one-third of the respondents said

they had attended a campus/lab farm activity. Facebook continues to be a point of contact for a small minority of in-coming students.

<b>Table 4: What contacts did you have with UW-River Falls prior to arrival?</b>							
	2007	2008	2009	2010	2011	2012	2013
Count	<b>190</b>	<b>310</b>	<b>289</b>	<b>246</b>	<b>246</b>	<b>353</b>	<b>305</b>
Campus Visit	74%	78%	79%	80%	80%	78%	74%
Mailing	68%	75%	71%	61%	59%	61%	62%
Website	62%	70%	73%	72%	63%	65%	54%
Attended Campus Activity	17%	NA	NA	NA	NA	NA	37%
Phone Calls	26%	23%	27%	28%	24%	23%	26%
Fac. Meeting	18%	19%	19%	20%	22%	20%	22%
Other	4%	5%	6%	8%	7%	5%	7%
CAFES Facebook Page	NA	NA	NA	NA	3%	4%	3%

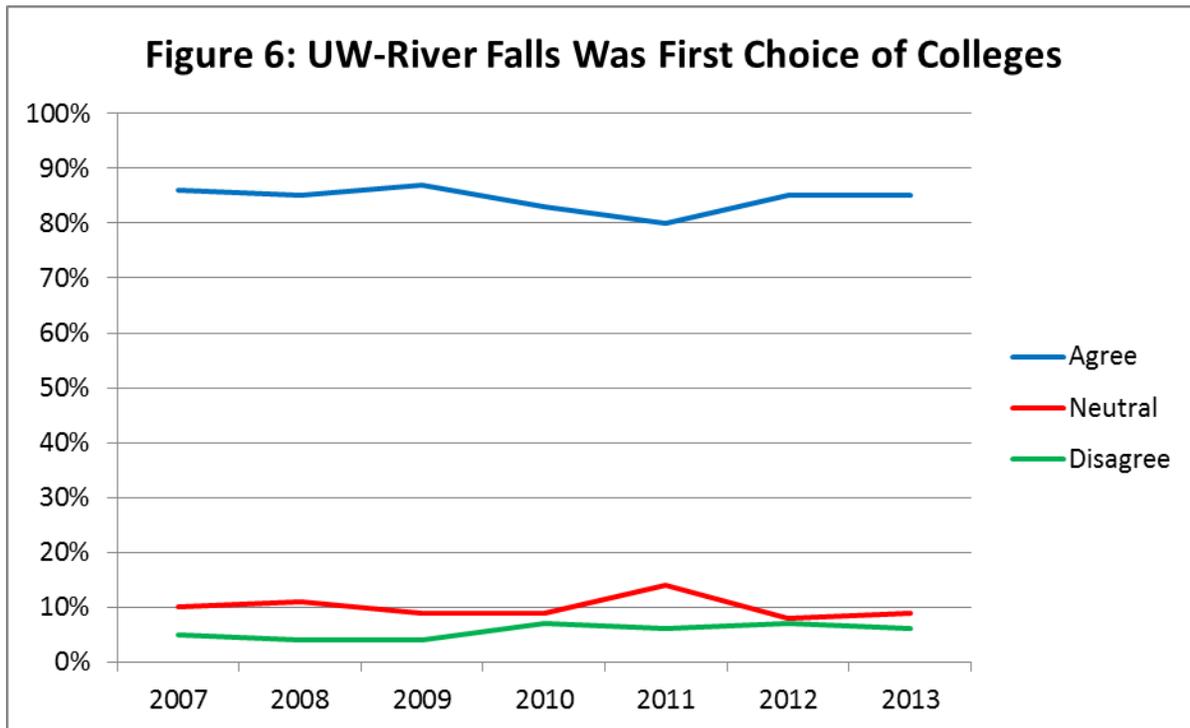
The average student reported having contact with the university by three of the methods listed in Table 4. Only 3 of the 305 respondents reported having made no contact with the university prior to their arrival on campus, while nearly 40% of students reported 4 or more different modes of contact.

Points of contact utilized by different groups of incoming students in significantly higher proportions include:

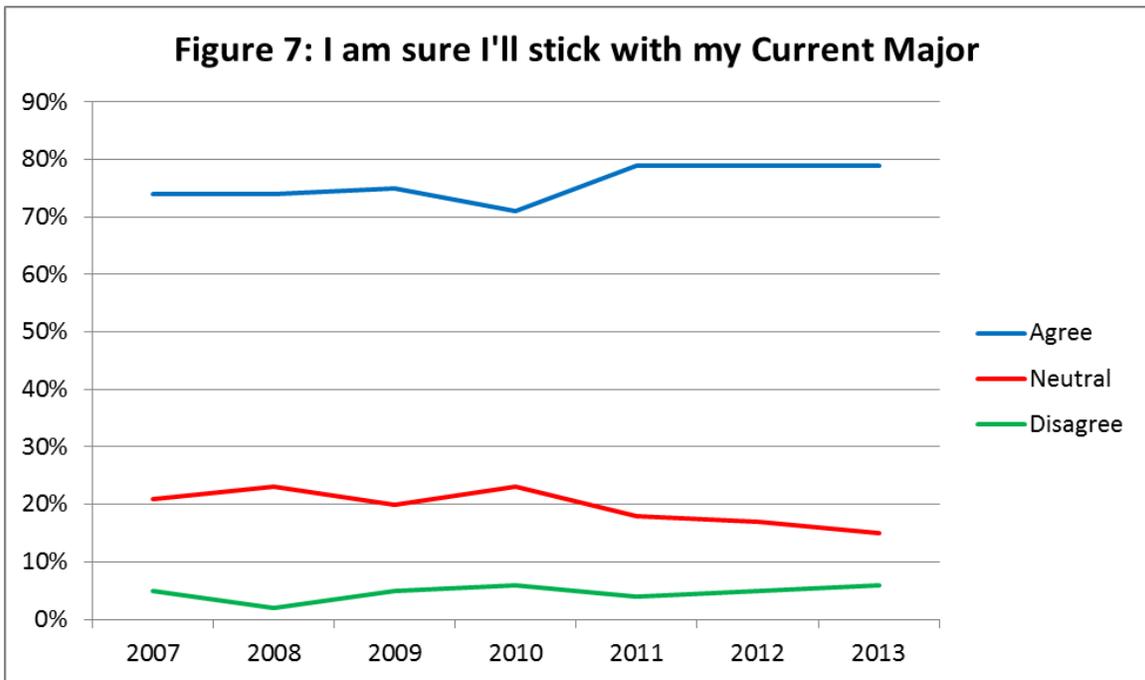
- First generation students and animal science majors were more likely to have used the CAFES Facebook page (though still in low proportions of these groups)
- Those with family who've attended UWRF were less likely to use Facebook or, surprisingly, to have visited campus
- Perhaps because of the arrangement with Case-IH and the DLC, campus farm visits were significantly higher for agricultural engineers and dairy science majors
- Agricultural studies and crop science majors were significantly less likely to say they had visited campus prior to starting school here

## 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 high school 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.



Consistently, between 80% and 90% of students either agreed or strongly agreed that UW-River Falls was their first choice of colleges. Over the years shown in Figure 6, an average of 58% strongly agreed that UW-River Falls was their first choice and 27% agreed. In contrast, an average of only 6% of the incoming class of across these years disagreed or strongly disagreed that UW-River Falls was their first choice of schools. In 2013, students in the crops and soils majors were significantly less likely to agree that UW-River Falls was their first choice of colleges.



In each of the past three years, 79% of respondents agreed or strongly agreed that they will stick to their major. Ag Studies majors were significantly less likely to say they will stick with that major. Because many Ag Studies majors ended up in this major either because they were not admitted into the Animal Science program or because they knew they wanted to be in agriculture but were undecided about which specific area, it is not surprising that they are not tightly attached to this major.

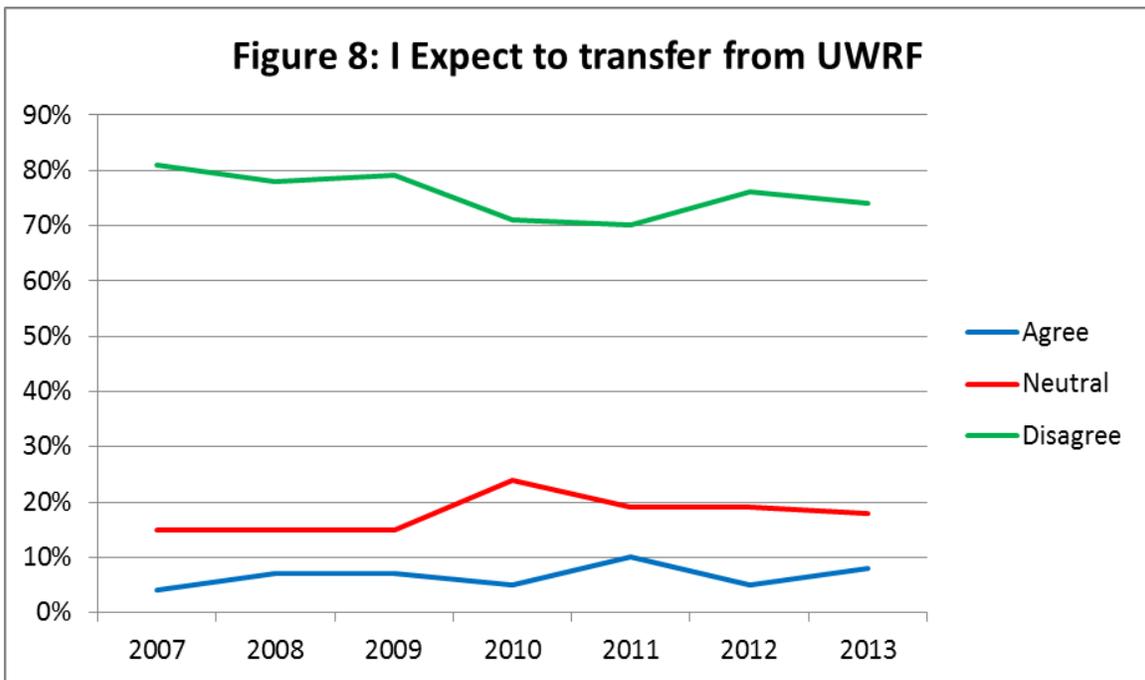
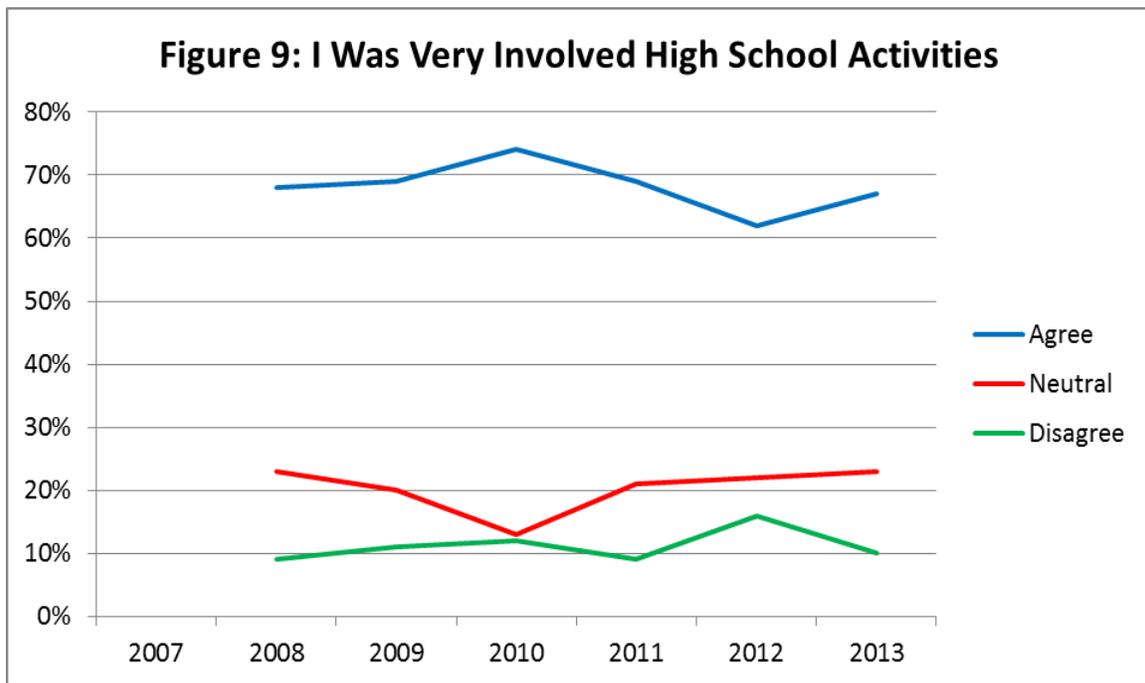
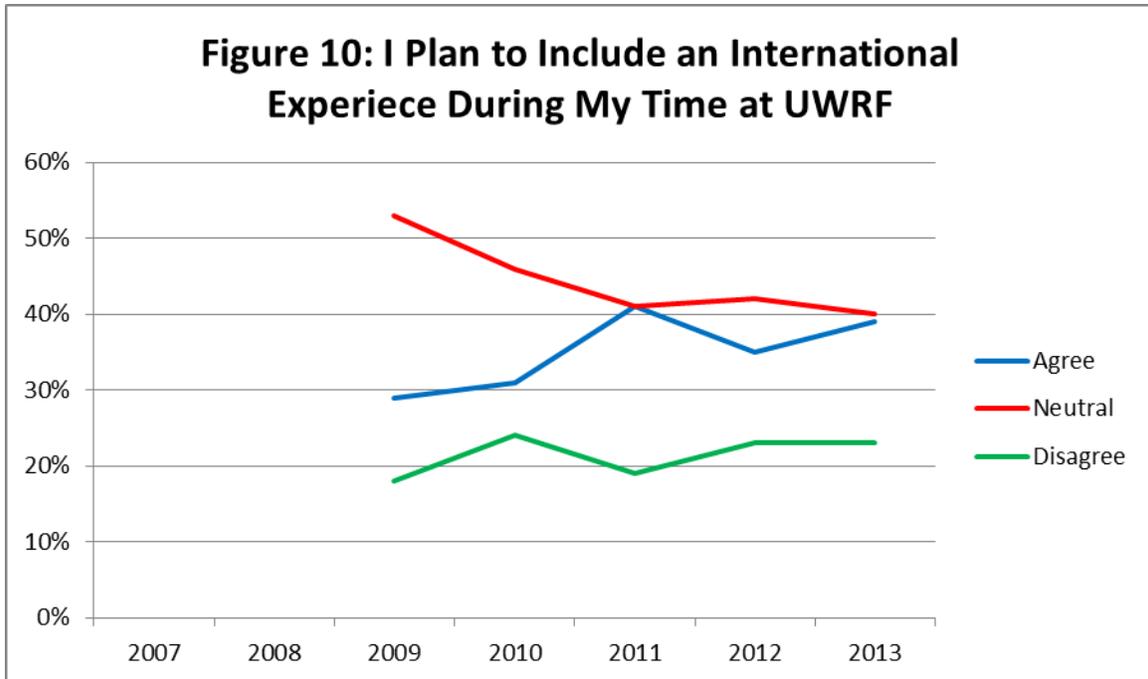


Figure 8 indicates that there has been a slight downward trend in the proportion of incoming students who “disagree” or “strongly disagree” that they will transfer from UW-River Falls. Students in the

Conservation and Dairy Science were significantly more likely to agree they might transfer than were other majors.



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. There were no statistically significant differences across demographic categories or across time with respect to high school involvement.



Interestingly, Figure 10 suggests that incoming students are increasingly certain that they will or will not include an international experience during their college years. Nearly twice as many agree that they expect to travel internationally while at UW-River Falls than disagree. Students who grew up on a farm or who have a family member who has attended UW-River Falls were less likely to think they will travel internationally while in college.

## Conclusions

For the first time in several years, more than half the students responding to the 2013 Academic Day survey reported that they grew up on a farm. The farm background of many CAFES students is not the only thing that distinguishes our students from the rest of the university:

- Two thirds of the respondents were from Wisconsin with most of the remainder from Minnesota (compared to a roughly equal split for the university as a whole).
- Only about one-quarter of CAFES students said they were the first in their family to attend college (compared to nearly half of all entering students for the university as a whole)

More than one-third of the 305 new students were in the Animal Science program. Animal Science remains by far the largest major in the College, though the proportion of 2013 entering students in this program was the lowest it's been since 2008. The trend in enrollment in more agriculturally focused majors in the Plant and Earth Sciences Department has been negative over this seven year time period. The trend is slightly positive in the agricultural business and engineering programs and slightly negative for agricultural education. Agricultural Studies is also up, but this probably reflects changes in admission practices for the Animal Science major than a real increase in interest in this major.

Word of mouth from family and friends remains the dominant means by which in-coming students report learning about UW-River Falls. Teachers and guidance counselors are also an important source of information about our college, particularly for students starting an Agricultural Education or Agricultural Studies degree or who are the first in their family to go to college. Students who did not grow up on a farm were significantly more reliant on the website as a source of information about UW-River Falls.

These data again confirm that our reputation for quality programs remains the most influential factor for students coming to UWRF. In response to an open-ended question about how they formed their opinions about UW-River Falls' reputation, word of mouth from family and friends remained the dominant factor. The size of the campus, its proximity to home, and a visit to the campus were roughly equal in importance in terms of influencing the choice of UW-River Falls.

This year, only 3 of the 305 students reported having no contact with the university prior to their arrival on campus. Nearly 40% said they had been contacted by UW-River Falls in at least four ways.

Between 80% and 90% have said that UW-River Falls was their first choice of colleges over the years the SRC has collected these data. Once here, more than three quarters of the incoming class said they expect to stick with their current major. There appears to be a slight increase in the proportion of incoming students who think they might transfer from UW-River Falls, though this remains less than 10%. The proportion of incoming students who said they were very active in high school has declined modestly over the years, while the proportion expecting to participate in an international experience has trended upward.

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 2013

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

18%	I live nearby	9%	UWRF staff visited my school	1%	Newspaper/magazine story
65%	Family and/or friends	17%	Mailing/Brochure from UWRF	1%	CAFES Facebook Page
18%	Web Search	30%	Teacher/Guidance Counselor	9%	Other _____

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

6%	Info on web site	46%	Reputation/quality of programs	23%	Size of campus
16%	Parents/family members	10%	Friends/other students at UWRF	3%	Financial aid received
7%	Teacher/guidance counselor	1%	Turned down by 1st choice of colleges	20%	Campus visit
22%	Location/distance from home	2%	Personal contact - UWRF faculty/staff	1%	CAFES Facebook Page
8%	Other _____				

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

62%	Mailings/brochures	22%	Personal meeting with faculty/staff	54%	Visited website
26%	Phone calls	74%	Campus visit	37%	Campus <u>farm</u> 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	60%	25%	9%	5%	1%
b. I am sure I'll stick with my current major	35%	44%	15%	5%	1%
c. I expect to transfer from UW-River Falls	3%	5%	18%	35%	39%
d. I was involved in lots of activities (sports, clubs, volunteering) in high school.	37%	30%	23%	8%	2%
e. I plan to include an international experience (e.g. study tour) during my time at UW-River Falls	17%	22%	40%	15%	8%

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

See Appendix B

6. I grew up on a farm	Yes	No	7. I am from		Wisconsin		Minnesota	
	52%	48%			66%		34%	
8. Others in my family have gone to college	Yes	No	8a. If others in your family have gone to college, did they attend UWRF?			Yes	No	NA
	75%	25%				25%	59%	16%
9. What is your major?	Ag Bus		Ag Ed	Ag Eng	Ag Studies	An Sci		Biotech
	14%		7%	7%	10%	36%		0%
	Conservation		Hort	Crop/Soils	Dairy Sci	Mar Com		Geology
	6%		2%	5%	12%	0%		2%
	Env Sci		1%	Other	1%			

# Appendix B – New CAFES Student Survey Comments

## 1. How did you learn about UW-River Falls?

(Other) (23 responses)

- IIE (x3)
- Basketball coach (x2)
- College Fair(x2)
- FFA (x2)
- Football (x2)
- A DVM I worked with
- Booth at horse fair
- Competed here
- Dairy Judging
- Discovered through another school (University of Minnesota)
- Exchange Program
- FFA Advisor Troy Talford
- FFA Events
- High school ag teachers
- Horse Trainer
- Judging team came to my farm
- Major
- MATC Vet tech program
- My dad is Alumni
- Recruited for Volleyball
- Sistership with MATC
- Word of mouth from boss.

2. What most influenced your decision to come to UW-River Falls? (Other) (34 responses)

- Programs/ Majors (x7)
- Price(x3)
- Animal Science Program.
- Facilities
- FFA
- Football
- Good school/close to home
- Horse Classes
- Horse Lab Farm
- Horse Team
- Husband transferred to area.
- IIE Program
- Lab Farm Visit
- Rodeo Team
- Size and homey feeling
- Sports
- The Equine program

3. What contact did you have with UW-River Falls prior to your arrival? (Other) (16 Responses)

- Email (x3)
- Football (x2)
- Friends (x2)
- Ag Tech Contest
- Dad knows some profs
- Falcon Scholar
- FFA event
- Horse judging clinic
- Knew previous students
- Meeting with Western Team coach
- Registration
- Scholarship/judging

5. What source of information has influenced your opinions about the quality of UW-River Falls Programs? (410 responses)

Word of Mouth (211 responses)

- Friends (57x)
- Family (45x)
- Alum (x35)
- Word of mouth (x29)
- Current students (x28)
- Members of the Ag community (x2)
- All the speakers
- All the WOW Speakers
- Business contacts
- Doctors that I worked with
- Greenhouse owners
- Many fellow FFA members came here
- People I have met in public in the farming industry at work
- Personal experience
- Presentations

#### **Website (67 responses)**

- Website(x48)
- Internet (x12)
- Facebook (3x)
- E-mails (x2)
- Articles
- Social media

#### **Faculty, Staff, Students (45 responses)**

- Faculty (x26)
- Staff(x12)
- Students (x3)
- A teacher who was apprenticing at my high school
- Admissions office Monica Rocks
- Ag advisors
- Nice people on the phone

- High school teachers (x24)
- Ag teacher (x9)
- Counselor in high school (x5)
- FFA advisor (x3)

#### **Campus Visit (41 responses)**

- Campus visit (x29)
- Tours (x4)
- Campus size(x3)
- Farm visits(x3)
- Shadow day
- The location of the school

#### **Mailings (14 responses)**

- Brochures (9x)
- Letters (x2)
- Magazine articles (x2)
- Mailing (x2)

#### **High School Teachers (41 responses)**

**Miscellaneous (45 responses)**

- Great AG programs (x20)
- Equine program (x2)
- FFA (x2)
- WOW week (x2)
- \$30000 in debt at ISU
- Being very hands-on learning
- I have no outside factors influencing my opinion; my knowledge comes only from my days here as a falcon.
- I love learning about the environment.
- I love the fact the campus is small
- I love to be outdoors
- Involvement/fairs/clubs
- It's the perfect distance from home
- Lab farms
- New classrooms
- Nice town
- Orientations
- Relationship with the U of M-Twin Cities.
- Reputation
- Shops look nice
- Sports
- Teammates
- Trainers
- Updated tractors

**9. What source of information has influenced your opinions about the quality of UW-River Falls Programs? (Other) (2 responses)**

- Forestry
- Landscape Architecture