



CAFES New Student Survey Summary 2014

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Survey Research Report 2014/23
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Executive Summary

During Academic Day, September 2, 2014, 282 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 limited 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.

As in past years, word of mouth is the major means we attract students to CAFES. Of those who responded, 68% 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 for quality programs, 56% listed this as their most influential factor, while 22% listed their campus visit as the most influential factor.

An open-ended question was also included to see what sources of information influenced their opinions about the quality of UW-River Falls programs. Approximately 40% of the respondents said that word of mouth (e.g. from family, friends, and alumni) helped them form their opinions about River Falls. About a quarter 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, vocational agriculture teachers, and other students. In the 2014 survey, a new question asked respondents to identify the person who most influenced their decision to attend UWRF. This question shed little additional light on those influential in students' decision to attend UW-River Falls. Other than various family members, there were few individuals identified by more than one respondent.

The University of Wisconsin-River Falls continues to be effective in sharing information about the University with prospective CAFES students. A majority of students have visited our website (61%), received our mailings (66%), and participated in campus visits (83%). This is the fourth year UW-River Falls has had a Facebook page, 11% of students stated they had accessed CAFES' Facebook page, which is up from 3% in 2011, at its start.

UW-River Falls was the first choice in colleges for the majority of the incoming CAFES class; 87% of students agreed (25%) or strongly agreed (62%) with this statement. In addition, approximately eight in ten students agreed (38%) or strongly agreed (38%) that they plan to stick with their current major. There are an increasing proportion of incoming students who expect to include an international experience during their time at UWRF.

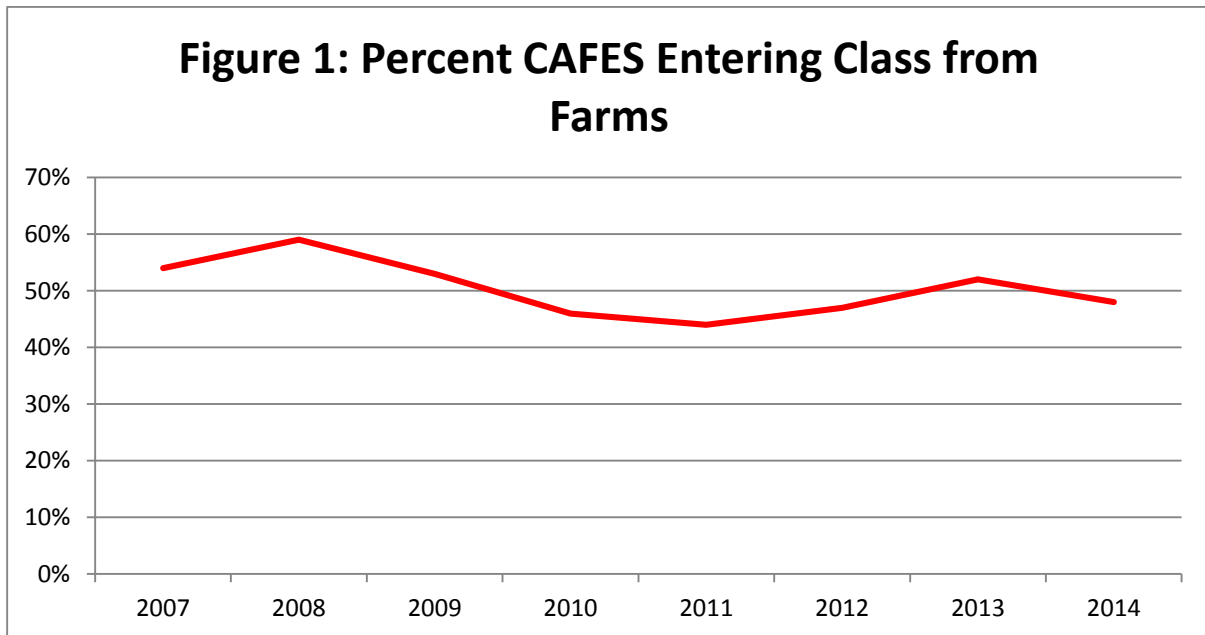
The Background of CAFES 2014 Entering Class:

This is the eighth year that the SRC has conducted the New CAFES Student Survey for incoming students. As was true in the previous seven 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 (48%) stated that they grew up on a farm in 2014. As Figure 1 illustrates, the proportion of incoming students from farms is down compared to the previous year and similar to the three years before 2013. The fact that 52% of the entering class is from a non-farm background demonstrates the appeal of CAFES majors to a diverse set of students. Over half of the agricultural studies, crop/soil science, and agricultural business majors grew up on farms. A majority of animal science, conservation, and environmental science majors did not grow up on farms.

Sixty-two percent of the CAFES students reported that they were from Wisconsin. One-third (33%) of all students in CAFES are from Minnesota. These results are similar to the previous new student results. Over half of the agricultural engineering students are from Minnesota. Over sixty percent of agricultural studies, animal science, and dairy science majors are from Wisconsin. UW-River Falls has seen an increase in students from Brazil over the last couple of years and they represent 38% of the 'other' category in CAFES.

Since 2007, the proportion of entering CAFES students who report being the first in their family to go to college has consistently been between 20 percent and 30 percent. This year, sixteen percent of students said they were the first in their family to go to college, which is significantly lower than in 2013.



The next portion of this report is based on enrollment in CAFES as reported by the campus' Office of Institutional Research. Basing major numbers on participation at Academic Day may induce faulty assumptions if there are differences in participation rates across the majors. The SRC is indebted to the Office of Institutional Research for providing us with these data.

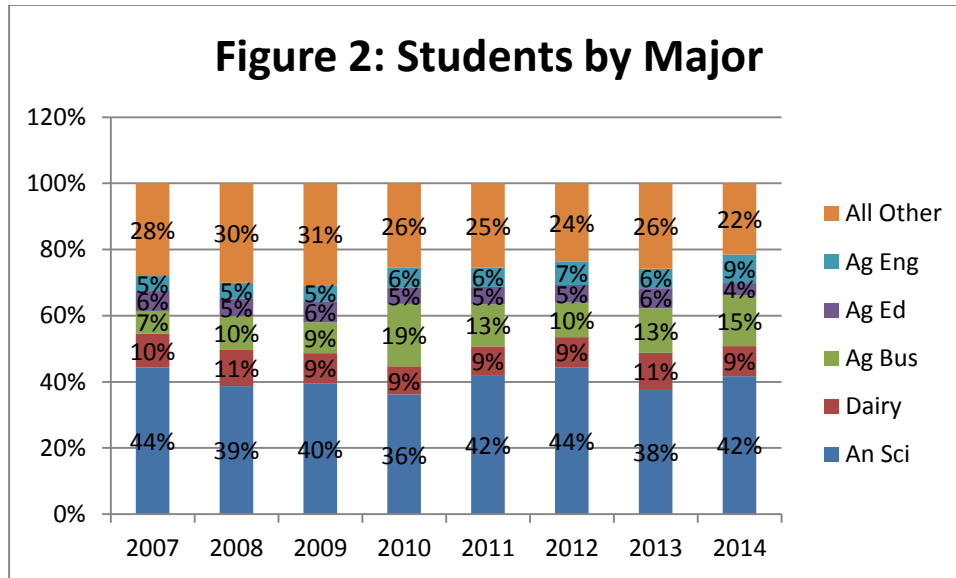


Figure 2 provides a breakdown of the majors of the 372 students entering CAFES in 2014, as reported in Table 1 below. Animal science continues to be the largest major for incoming students and is responsible for more than 40% of all new students. The other majors in the college have accounted for relatively erratic proportions of the incoming class (e.g. ag business, dairy, and ag engineering show neither a consistent increase or decrease in the percentage of new students in those programs) or are showing a slight decline in “market share” (e.g. environmental science, which is included in the “other” category in Figure 2). Conservation makes up 26% of the majors in “other”; none of the other CAFES majors in that catch-all category (environmental science, crop/soils, etc.) represent more than 6% of the entering class’ majors.

Table 1: Enrolled CAFES Students and Respondents of the New Student Questionnaire								
Year	2007	2008	2009	2010	2011	2012	2013	2014
Total Enrolled	350	413	409	329	361	394	357	372
Academic Day Respondents	190	310	289	246	246	353	305	282

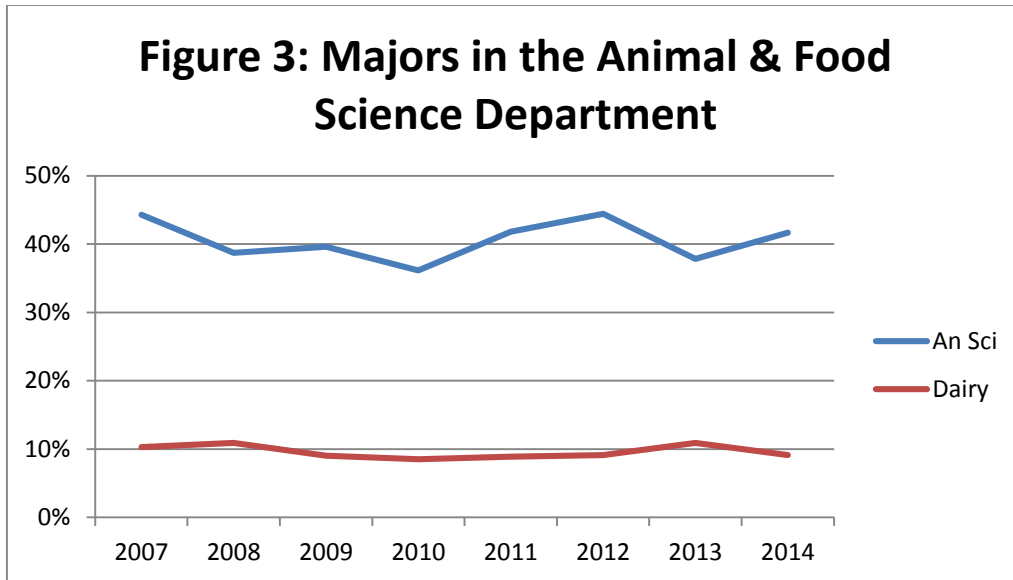
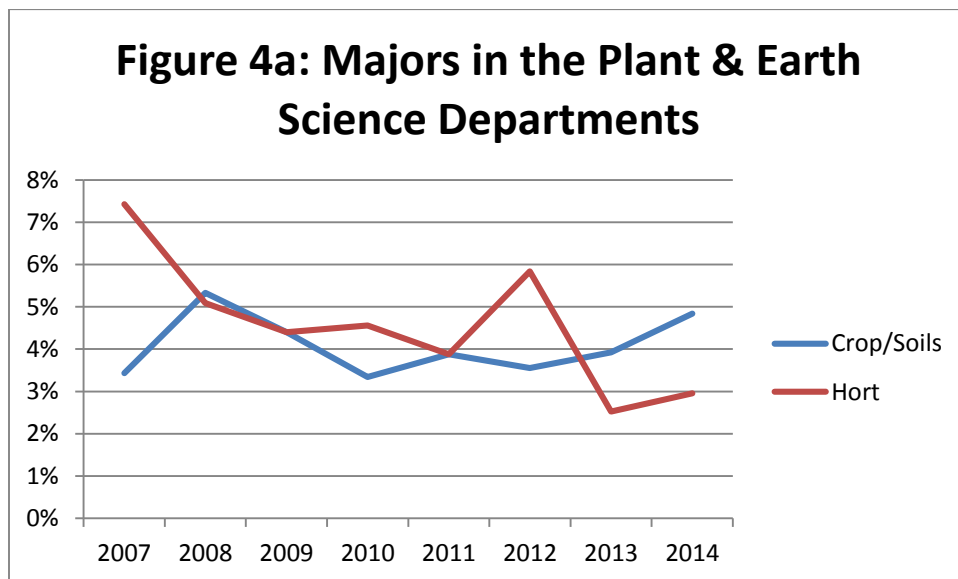
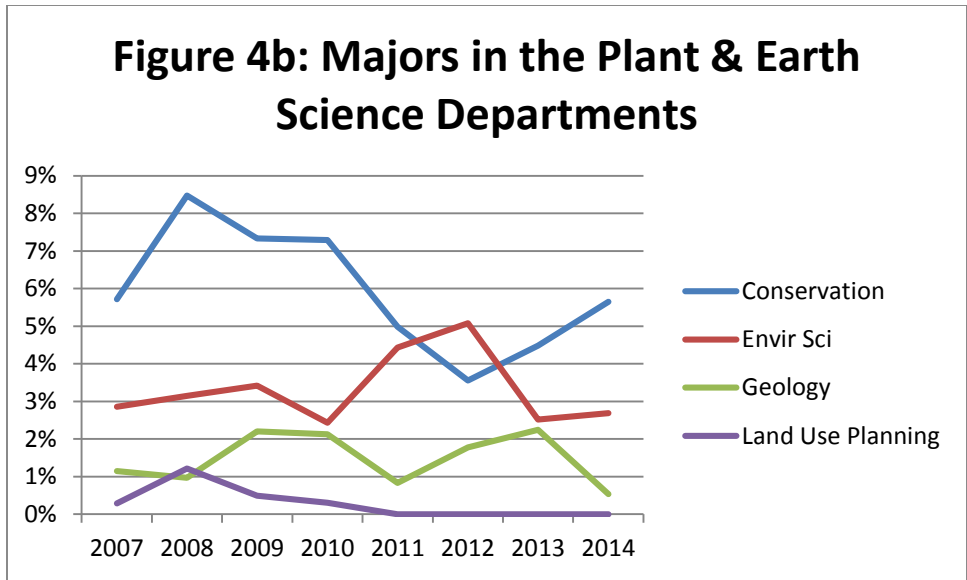


Figure 3 shows that animal science majors have, over this 8-year time period, accounted for roughly 40% of CAFES students. Dairy continues to account for about 10% of new CAFES students. In previous reports, Figure 3 included information about food science and biotech majors. Because there have been no new majors in those programs for the past four years, the SRC excluded those majors from Figure 3.

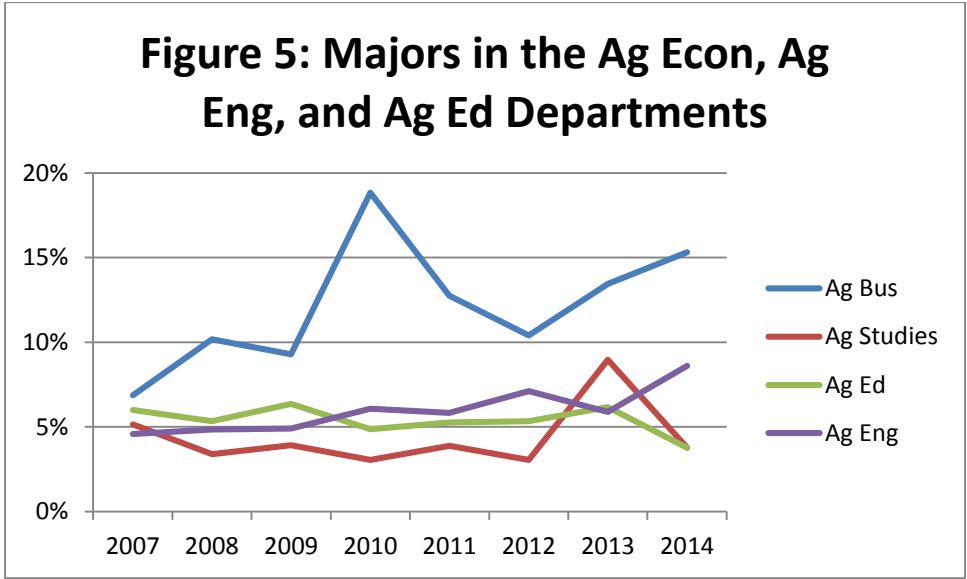
Figures 4a and 4b track the proportion of the entering classes between 2007 and 2014 who were in programs in the Plant and Earth Science Department. In 2007, PES majors were 21 percent of all entering students but accounted for only 17 percent of the new students in CAFES in 2014.



With respect to Figure 4a, the key result is the declining trend in horticulture majors. The number of crop/soils majors has been fairly volatile but seems to be on an increasing trend since 2010.



Volatility is even more apparent in Figure 4b, which depicts the enrollements by the more earth science-focused majors in the department. Overall, there is a downward trend in the proportion of the entering class in these PES majors. Environmental science and conservation majors did, however, see increases in 2014 compared to 2013.



Finally, Figure 5 shows the proportion of entering students in one of the programs in the Departments of Agricultural Economics, Education or Engineering. The agricultural business program has been notably volatile in terms of the proportion of entering students in the program, but has an overall positive growth rate. Enrollment in the agricultural education program has been flat to slightly downward. The agricultural engineering program has a somewhat more steady increasing trend. The agricultural studies program enrollment has been variable with no discernible trend. The CAFES option for Marketing Communications is not shown in Figur 5 because there are typically zero or a small handful of these majors in our entering classes. Most students in Marketing Communications migrate into the major from elsewhere in CAFES during their first couple of years at college.

How Incoming Students Learned about UW-River Falls?

The remainder of this report summarizes the findings of the Academic Day survey.

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 2 shows, the most frequent source of information for incoming students for all 8 years has been family and friends; this source has consistently been twice as important as the next most important factor (teachers and guidance counselors).

Table 2: How Did You Learn about UW-River Falls?								
	2007	2008	2009	2010	2011	2012	2013	2014
Count	190	310	289	249	246	353	305	282
Family/Friends	68%	71%	70%	63%	63%	62%	65%	68%
Teacher/Counselor	31%	33%	32%	38%	28%	26%	30%	26%
Web	16%	16%	16%	18%	22%	25%	18%	22%
Live nearby	22%	18%	18%	18%	20%	20%	18%	20%
UWRF Mailing/Brochure	15%	12%	9%	6%	10%	13%	17%	13%
Other	6%	9%	8%	8%	10%	12%	9%	8%
UWRF Staff Visit	10%	5%	8%	5%	12%	8%	9%	9%
Newspaper	2%	1%	1%	2%	2%	1%	1%	0%
CAFES Facebook					0%	0%	1%	0%

CAFES Facebook page has still not become a significant source of information about this university for incoming students, which is surprising considering many young adults these days are social media savvy. Fewer students identified mailings/brochures in 2014 as a source of information used to learn about the university than was the case in 2013 but is more in accord with results from other years in the data series. In Table 2, we see that newspapers have not been an effective source of learning about UW- River Falls.

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

- Students from Minnesota were more likely to learn about UW-River Falls from friends/family and to report that they live nearby
- Family/friends were a significant factor in students from farms learning about UW-River Falls
- Students from Wisconsin, compared to those from Minnesota, reported having heard about the university from mailing/brochures or teachers/guidance counselors
- Not surprisingly, students that are not from Wisconsin or Minnesota were more likely to learn about UW-River Falls by visiting the website
- Students who did not grow up on farms were more likely to learn about UW-River Falls from the website
- Living nearby was a common factor for those who grew up on a farm and was also an influential factor in choosing to attend UW-River Falls

What Influenced Their Decision to Come to UW-River Falls?

Students 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. In 2014, this is at an all-time high of 56%. Another major influencing factor is visiting the campus (22%). Other influential factors continue to be the size of campus, location, parents, and friends, as shown in Table 3. Interestingly, financial aid received was not very influential in their choice of River Falls, but this is probably because relatively few incoming students receive financial assistance from the university.

Table 3: Most Influential Factor in Choosing UW-River Falls								
	2007	2008	2009	2010	2011	2012	2013	2014
Count	190	310	289	249	246	353	305	282
Quality/Reputation	26%	47%	36%	40%	49%	52%	46%	56%
Campus Visit	13%	22%	13%	28%	23%	23%	20%	22%
Size of Campus	5%	24%	7%	14%	16%	22%	23%	17%
Location/Distance from home	7%	19%	4%	15%	21%	20%	22%	13%
Parents/Family	7%	14%	5%	10%	17%	11%	16%	13%
Friends/Students at UWRF	9%	17%	4%	12%	11%	11%	10%	9%
Web Site Info	3%	5%	2%	3%	5%	7%	6%	6%
Other	4%	9%	7%	6%	7%	7%	8%	5%
Teacher/Guidance Counselor	3%	7%	5%	9%	7%	7%	7%	4%
Contact with Faculty	1%	2%	0%	2%	1%	3%	2%	3%
Financial Aid Received	0%	3%	0%	1%	2%	3%	3%	2%
CAFES Facebook Page					0%	0%	1%	1%
Turned down by first choice	1%	3%	0%	2%	1%	1%	1%	0%

Table 3 also indicates that, as in earlier years, contact with faculty, CAFES Facebook page, and being turned down by first choice have not been very important factors when determining to come to UW-River Falls.

In the 2014 survey, a new question asked respondents to identify the person who most influenced their decision to attend UWRF. The results of that open-ended question, which are shown in Appendix B, shed little additional light on those influential in our students' decision to attend UW-River Falls. Other than various family members, there were few individuals identified by more than one respondent. The chair of

the Agricultural Economics Department, recognized some of the names on the list of the most influential person in deciding to come to college here as current and former students in our program. Other department chairs are likely to be able to identify current and former students as well. This aligns with the results in Tables 2 and 3 that indicate family member and faculty, staff and students as key influences in their choice of colleges.

The Quality of UW-River Falls Programs.

Because CAFES' reputation continues to be the most 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 282 students who completed a survey, 255 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 relevant categories. A total of 477 responses were ultimately categorized. Table 4 summarizes the respondent's answers for 2011 – 2014, while Appendix B shows a complete listing of their answers for 2014. "Other" in Table 4 includes things like programs, reputation, family attended UWRF, and jobs.

Factor:	Percent Students, 2011	Percent Students, 2012	Percent Students, 2013	Percent Students, 2014
Word of Mouth	36%	37%	51%	34%
Website	18%	18%	16%	21%
Faculty-Staff-Students	10%	14%	11%	13%
High School Teachers	12%	8%	10%	5%
Campus Visit	8%	7%	10%	7%
Mailing	5%	5%	3%	8%
Other	11%	10%	11%	10%

Although word of mouth was the factor that most influenced opinions about the quality of UW-River Falls, compared to previous years, it was slightly less important for the new students in 2014. The website and mailings had considerable increases from 2013.

Contact Incoming CAFES Students Had with UW-River Falls Prior to Arrival

Table 5 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; more than 8 out of 10 of this year's new students reported having visited campus. In addition, a relatively high proportion of this year's incoming class said they had visited our website. For the second year in a row, more new CAFES students said they had received a mailing from campus (66%) than said they had visited the website (61%). Facebook continues to be a point of contact for a small minority of incoming students but has increased significantly from last year. There was a significant percentage decline in 2014 in students reporting phone contacts.

Table 5: What Contacts Did You Have with UW-River Falls Prior to Arrival?								
	2007	2008	2009	2010	2011	2012	2013	2014
Count	190	310	289	246	246	353	305	282
Campus Visit	74%	78%	79%	80%	80%	78%	74%	83%
Mailing	68%	75%	71%	61%	59%	61%	62%	66%
Website	62%	70%	73%	72%	63%	65%	54%	61%
Attended Campus Activity	17%	NA	NA	NA	NA	NA	37%	NA
Phone Calls	26%	23%	27%	28%	24%	23%	26%	18%
Fac. Meeting	18%	19%	19%	20%	22%	20%	22%	25%
Other	4%	5%	6%	8%	7%	5%	7%	8%
CAFES Facebook Page	NA	NA	NA	NA	3%	4%	3%	11%

The average student reported having been contacted by the university via three of the methods listed in Table 5.

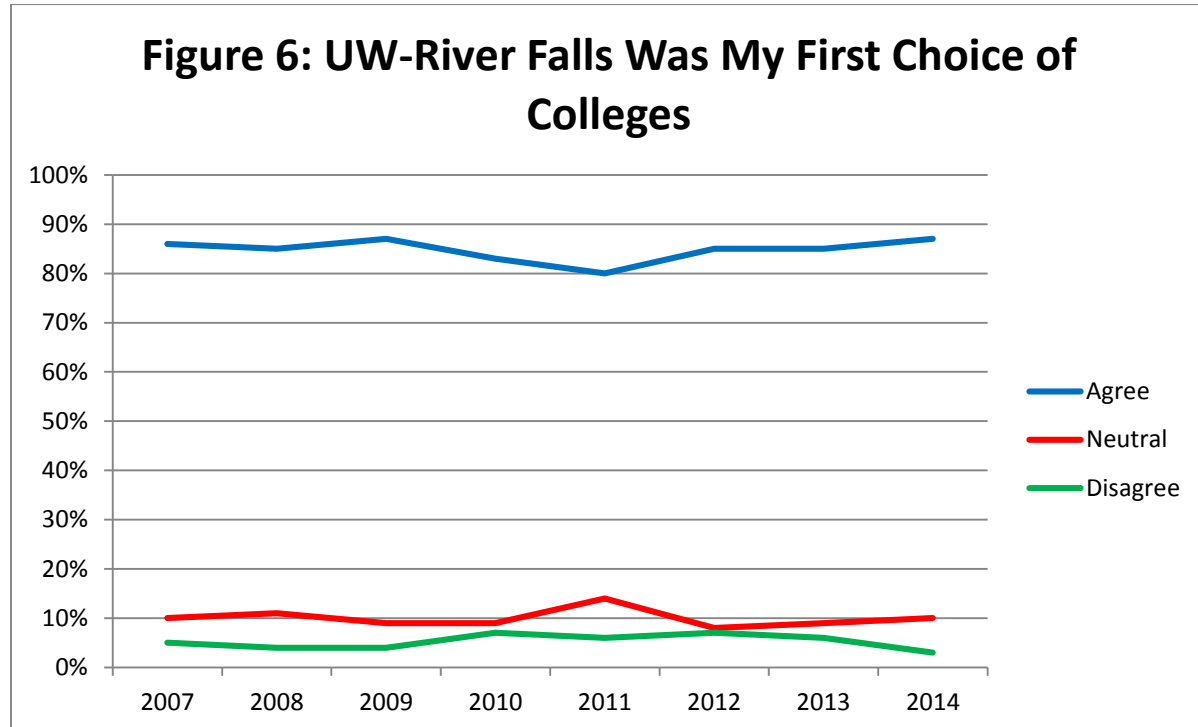
Only 2 of the 282 respondents reported having had no contact with the university prior to their arrival on campus, while nearly 30% of students reported 4 or more different modes of contact.

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

- Campus visits were a primary source of information for agricultural business, agricultural studies, and crop/soil majors, so not surprisingly it was also one of the most influential factors for those students deciding to attend UW-River Falls
- Environmental science and dairy science majors were less apt to visit campus
- Students from Wisconsin were more likely to report being contacted by phone and receiving mailings
- Those with family members who had attended college were more likely to report having received mailings and to have visited campus
- Agricultural engineering and conservation majors were more likely to have met with faculty
- Students who are first generation college attendees reported having more contact through the Facebook page
- Agricultural education majors were more likely to be contacted through mailings and the Facebook page

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. In 2014, almost 9 out of 10 students either agreed (25%) or strongly agreed (62%) that UW-River Falls was their first choice of colleges. In contrast, only 3% of the incoming class of 2014 either disagreed or strongly disagreed that UW-River Falls was their first choice of schools. Over ninety percent of animal science majors said UW- River Falls was their first choice in schools.

In 2014, 76% of respondents agreed or strongly agreed that they will stick to their major. This is down slightly from the past three years when 79% responded this way. Ag Engineering majors were more likely to report that they would stick with their major.

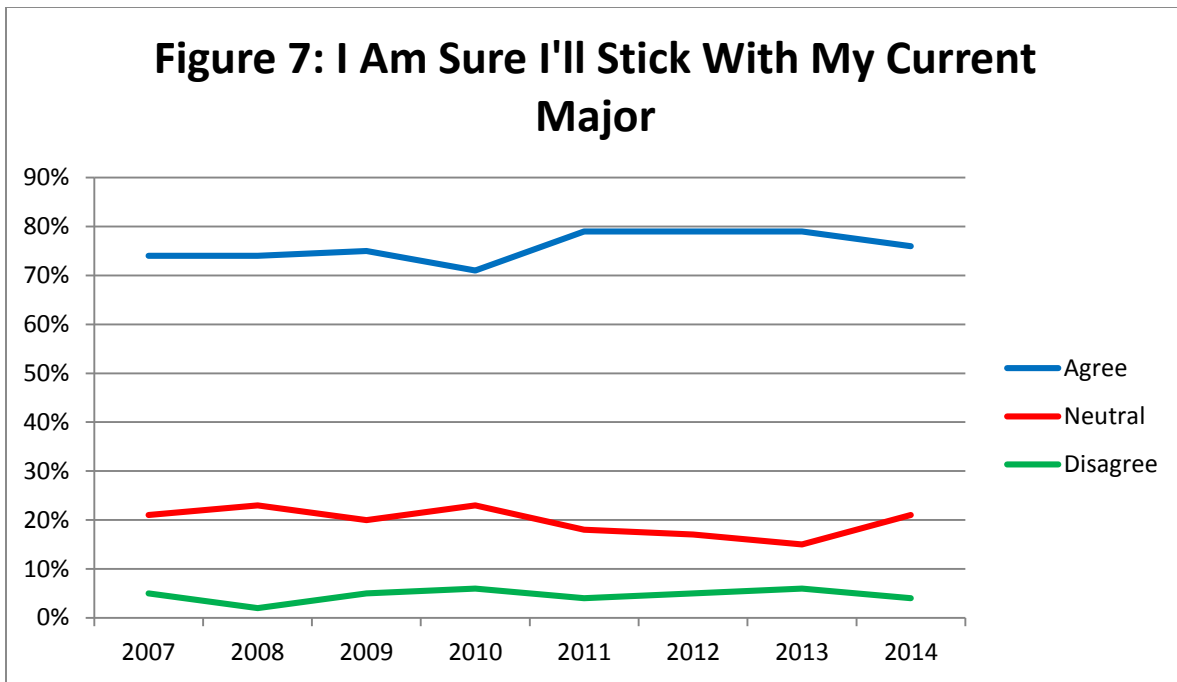
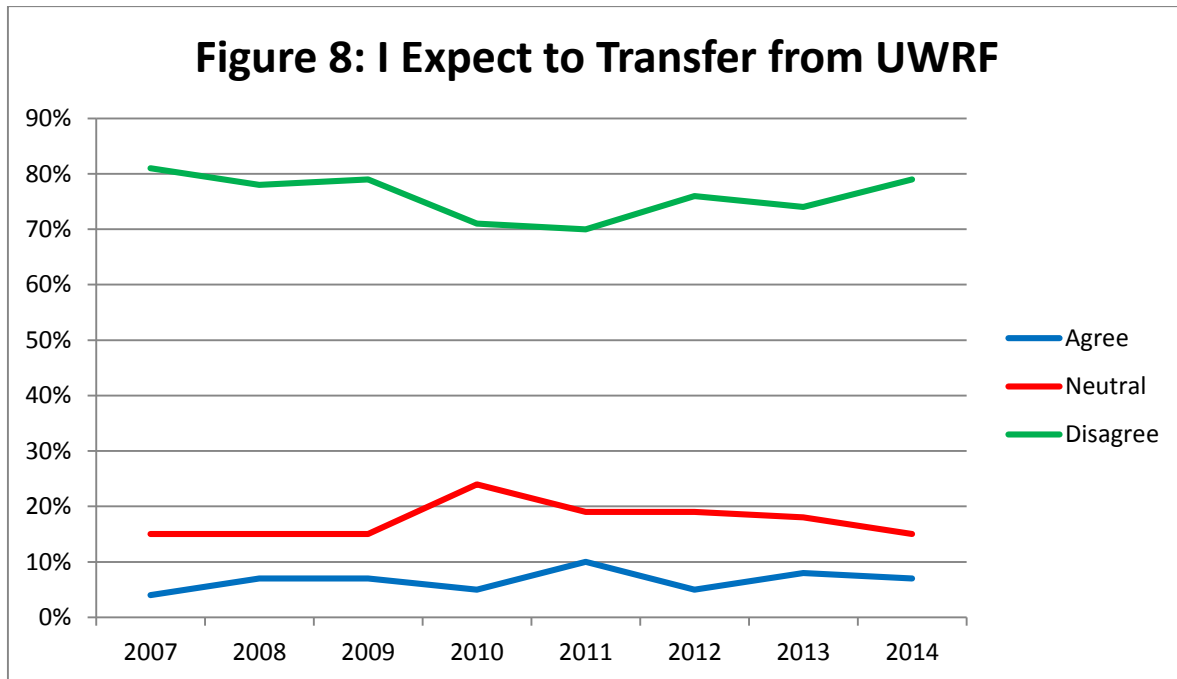


Figure 8 indicates that, over the last eight years, there has been a pretty constant reaction to the question ‘Do you plan to transfer from UW-River Falls?’ In 2014, nearly 80% of the incoming class do not expect to transfer from UWRF. Students in the agricultural education, animal science, and crop/soils were most apt to report that did not expect to transfer from UW- River Falls.



Students were asked if they were involved in high school activities, including sports, clubs, and volunteer activities. Studies have shown that students who participate in clubs and other extracurricular activities are more likely to be retained at college. Implicitly, we are assuming that if our incoming students were active in high school extracurricular activities, they will also be active at UW-River Falls. More than seven 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 trending slightly upward the last few years. Students from farms were significantly more involved in high school activities than those not from farms. This could be due to the fact that many kids from farms are involved in 4-H and/or FFA. These organizations encourage students to develop not only in agriculture, but in the arts, mechanics, homemaking, and various other areas through fairs and conventions.

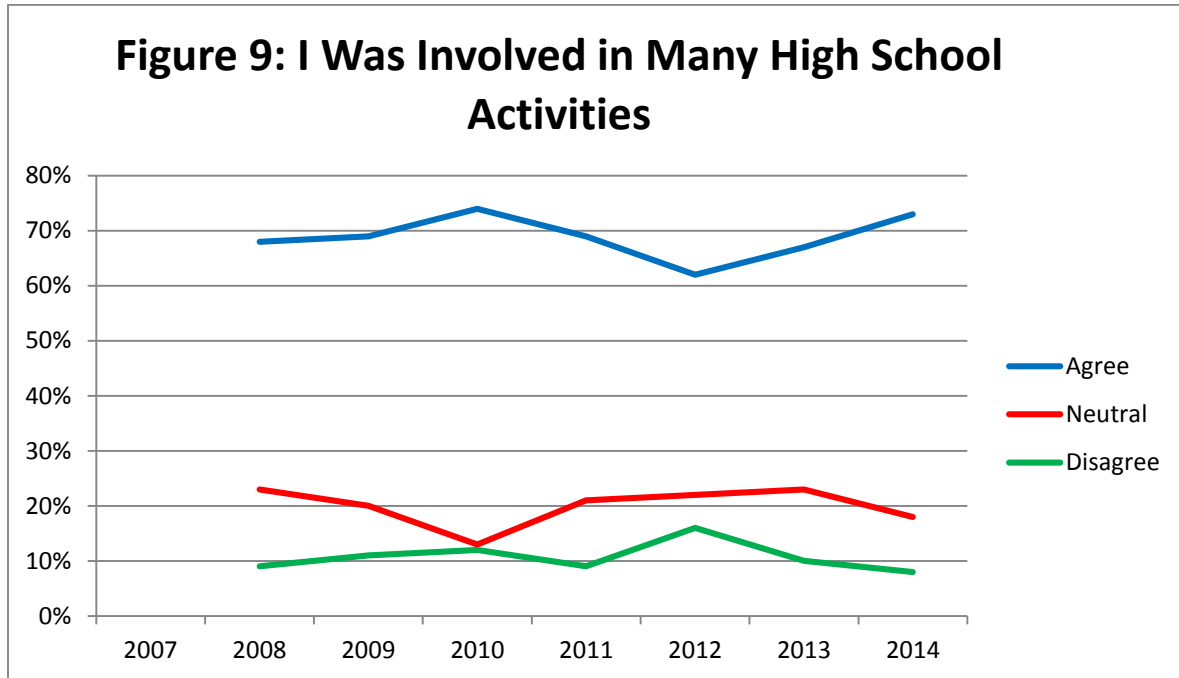
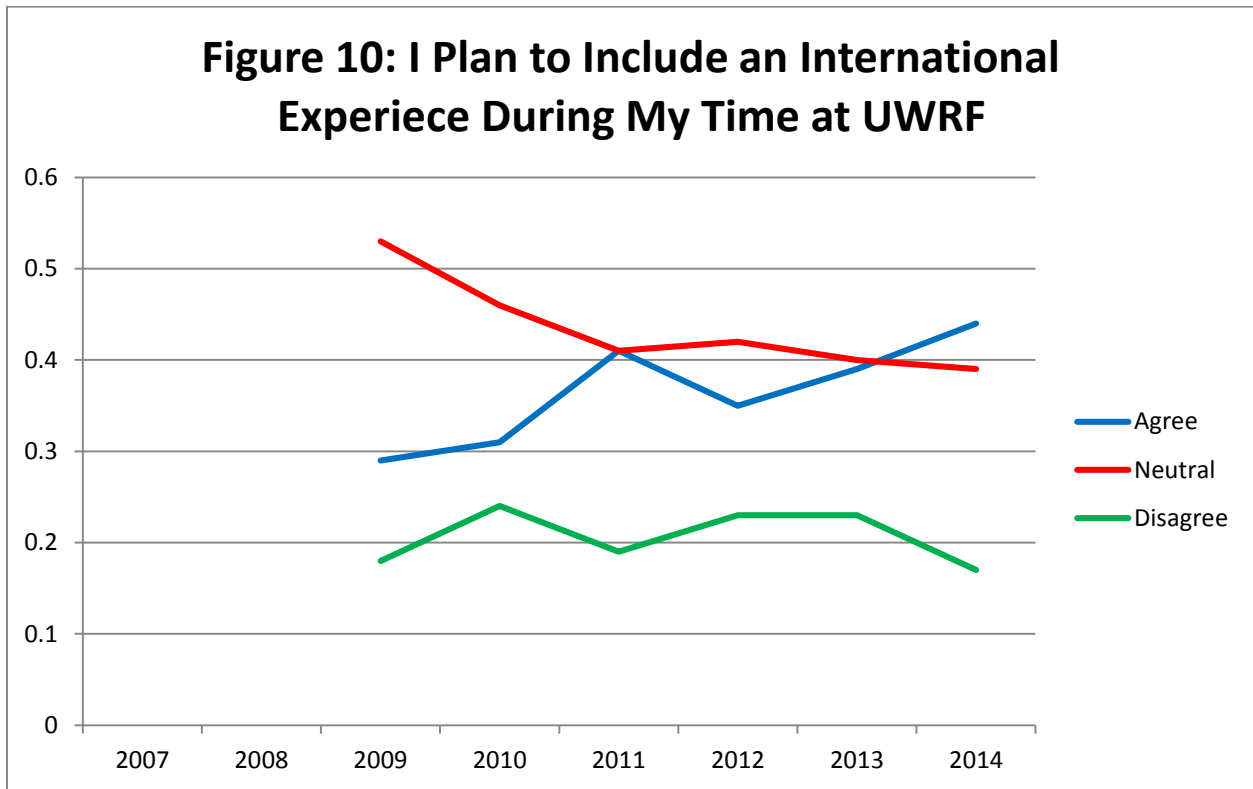


Figure 10 suggests that incoming students are increasingly likely to include an international experience during their college years (blue line). Interestingly, 44% of students said they plan to include an international experience, while only 17% disagreed. The analysis indicates that students majoring in animal science were more likely to plan to travel internationally while in college.



Conclusions

The results from the 2014 New CAFES Student Survey generally aligns with those from previous years. The data shows that CAFES attracts a larger proportion of students from Wisconsin and draws students from both farming and non-farming backgrounds.

Animal Science continues to dominate in terms of student numbers in the college. The trend in enrollment in more agriculturally focused majors in the Plant and Earth Sciences Department has been mixed over this time period but the proportion of crops and soils and conservation majors has increased slightly over the past two years. Though somewhat volatile, the number of agribusiness majors has also trended upward over the years.

Word of mouth from family and friends remains the dominant means by which incoming students report learning about UW-River Falls. Teachers and guidance counselors are also an important source of information about our college, particularly for students from Wisconsin. 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. Living nearby was a large contributing factor for students from Minnesota and those who grew up on a farm.

The data again confirms that our reputation for quality programs remains the most influential factor for

students coming to UW- River Falls. 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. A campus visit, the size of campus, and proximity to home/parents and family were roughly of equal importance in terms of influencing the choice of UW-River Falls.

This year, only 2 of the 282 students reported having no contact with the university prior to their arrival on campus. Nearly 30% 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, between 70% and 80% of the incoming class said they expect to stick with their current major. The proportion of students expecting to participate in an international experience has trended upward.

In sum, the results of the 2014 survey are not dramatically different than in previous years but do suggest a few potentially interesting trends.

Appendix A - New CAFES Student Survey, Fall 2014

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

20%	I live nearby	9%	UWRF staff visited my school	0%	Newspaper/magazine ad/story
68%	Family and/or friends	13%	Mailing/Brochure from UWRF	0%	CAFES Facebook Page
22%	Web Search	26%	Teacher/Guidance Counselor	8%	Other: See Appendix B

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

6%	Info on web site	56%	Reputation/quality of programs	17%	Size of campus
13%	Parents/family members	9%	Friends/other students at UWRF	2%	Financial aid received
4%	Teacher/guidance counselor	0%	Turned down by first choice of colleges	22%	Campus visit
13%	Location/distance from home	3%	Personal contact with UWRF faculty/staff	1%	CAFES Facebook Page
5%	Other: See Appendix B				

3. What is the name of the person who most influenced your decision to attend UWRF? See Appendix B

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

66%	Mailings/brochures	25%	Personal meeting with faculty/staff	61%	Visited website
18%	Phone calls	83%	Campus visit	11%	CAFES Facebook Page
8%	Other: See Appendix B				

5. 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	62%	25%	10%	2%	1%
b. I am sure I'll stick with my current major	38%	38%	21%	3%	1%
c. I expect to transfer from UW-River Falls	4%	3%	15%	38%	41%
d. I was involved in lots of activities (sports, clubs, volunteering) in high school.	39%	34%	18%	7%	1%
e. I plan to include an international experience (e.g. study tour) during my time at UW-River Falls	16%	28%	39%	12%	5%

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

See Appendix B

7. I grew up on a farm	Yes	No	8. I am from	Wisconsin	Minnesota	Other: See Appendix B	
	48%	52%		62%	33%	5%	
9. Others in my family have gone to college	Yes		No		Don't know		
	83%		16%		0%		
10. What is your major?	Ag Bus	Ag Ed	Ag Eng	Ag Studies	An Sci	Biotech	
	15%	3%	8%	4%	45%	0%	
	Conservation	Crop/ Soils	Dairy	Envir Sci	Geology	Mar Com	
	4%	7%	11%	2%	1%	0%	
	Horticulture	1%		Other 0%			

Appendix B – New CAFES Student Survey, Fall 2014

1. How did you learn about UW-River Falls? (Other) (22 responses)

- FFA (3x)
- A professional at another college adv. led me to attend here
- Ag Teachers
- Alumni
- Basketball
- Brazil
- Brazilian Program
- BSMP CAPES
- College fair
- collegeboard.com
- ETS
- FFA Convention
- Football Coach
- Jazz Band
- My advisor
- Soccer Coach
- Student going here
- U of M vet program
- Vet in hometown
- WI FFA Convention Booth

2. What most influenced your decision to come to UW-River Falls? (Other) (17 responses)

- Football (4x)
- Exchange Program (2x)
- Major (2x)
- All of the above
- Basketball
- Boss
- Campus feel
- CAPES
- Equine Program
- Has ROTC and Ag Majors
- Rose Tusa -Softball Pitcher

3. What is the name of the person who most influenced your decision to attend UWRF? (248 Responses)

- Myself (10x)
- Mom (6x)
- Dad (4x)
- Me (4x)
- My parents (4x)
- N/A (3x)
- Jen Erb (2x)
- Joe Shakal (2x)
- Lori (2x)
- Matt Walker (2x)
- Mom-Carol (2x)
- No one (2x)
- Sandy Dykes (2x)
- Sister (2x)
- Ag Teacher
- Aimee Radmen
- Al Abrahasson
- Alex Huibregtse and Walter Taglor
- Amber Dequiane
- Andrea Darling
- Andrea Hanson
- Ann Hoffmann
- Ashley Halverson
- Ashley Orr
- Ashley Styczynski
- Barb
- Ben Jensen
- Beth Cole
- Beth Ewert
- Bill Marks
- Bob Jehn
- Bob Tilseth
- Brad Johnson
- Brad Sinanni
- Brian Koenig
- Brittany Dennis
- Brooke nelson
- Brother
- Bryan Kasten
- BSMP/IIE
- Carly Morris
- Carol
- Chelsey Carlsen
- Chad Kruger
- Chad Terouest
- Chris Moore
- Cindy McVenes
- Coach Walker
- Coaches
- Cortney Deetz
- Cousin attending
- Crystall Retzlaff
- Dale
- Dan Swenson
- Douglas Johnson
- David Zlesak
- Dawn Neitzei
- Dean Olson
- Deb Johnson
- Deedee Lawrence
- Dekotah Meyer
- Dena Cass
- Diane Murphy
- Don
- Don Taylor
- Doug Wilson
- Dr. Brian Neilson
- Dr. Dolliver
- Dr. Jay Trick
- Dr. Joe Shackle Pac
- Dr. Sue Fluhr
- Dr. Vogel
- Dulcie Anderson
- Ellen Kemnits
- Emma Waterworth
- Eric Boettcher
- Erin Jens

- Family
- Greg Olson
- Greg Parise
- Gretchen Burton
- Grey Luveson
- Hannah
- Heather Edwards
- Holly Christian
- Holly Hargett
- Jackie Roden
- Jackie
- Jackie Hanson
- Jadene Heldt
- Jaimie Shandy
- Jake Cramer
- Jalene Ohm
- Jan Armstrong
- Jason Pertile/guidance counselor
- Jassen Ferris
- Jean Mckuras
- Jeanine
- Jeff Jenson
- Jeff Rixmann
- Jeffrey Doerhoefer
- Jennifer
- Jennifer Flury
- Jennifer Insteness
- Jennifer Stancer
- Jill Larson
- Jill Pinter
- Jim Kemink
- Jim Little
- Joanna Miller
- Joe Creaser
- Joe Lyseth
- Joe Stazak, Matt Christian
- Joel Kuehnhold
- John Schuibit
- Johnathan Saguarto
- Jordan Liethen
- Jordan Polluck
- Jorden Donnerbauer
- Jordyn Leithan/Tina Bacon
- Josephine (mom)
- Josh Rusk
- Julie Endersbe
- Justin Stongle
- Karolynn
- Katie Delahante
- Kelsey Kollel
- Kelsey Stahlbusch
- Kent Haake
- Kevin Radtke
- Kimmi Evert
- Kris
- Krista Brink
- Kristen Schamaun
- Langtau family
- Larry Gerlach
- Lauren Adamic
- Lilli Storandt
- Lisa Demmer
- Lou Ann
- Mandi Goplen
- Mandy
- Marcy Doelp
- Marcy Kerr
- Mariene Vervoofit
- Mark Alden
- Mark Jensen
- Mark Meyers
- Mark Serier
- Mary Beyer
- Megan Beisner
- Melissa Martin
- Micah Huncke
- Michael Olson
- Michelle Cotton
- Michelle Kamm
- Mike Dinse
- Mike Hickey
- Mike Shamon
- Miles Erickson
- Mr. Gary Wirkus
- Mr. Jehn
- Mrs. Bowe
- Mrs. Cordes
- Mrs. Johnson
- Mrs. Moertel
- Ms. Hildebrandt
- My mom, Jamie
- Myself, my parents.
- Natalie Killion
- Nate Weisenfeld
- Nathan King
- Nathaniel Nadan
- Nora Mclaughlin
- Patt Ligman
- Paul Larsen
- Paul Otte
- Paula Treu
- Rachel
- Rachel O'Leary
- Ray Raboin
- Rick Bierbrauer
- Rita Edmonds
- Rose Tusa
- Ryan
- Sam Ewoldt
- Science Without Borders
- Scott Dounelly
- Scott VanEpps
- Shawn
- Shea Esser
- Sheila
- Sheridan Blascke
- Sierra Heinz
- Stacie Serrano
- Stan Nesbit
- Steve Kenny
- Tamara McCosh
- Tari Costello
- Taylor Rohrschieb
- Taylor Wittmus
- Teddy Nelson
- Theresa Oestreich
- Tim Bykowski
- Todd Anderson
- Tolea Kanm-Peiség
- Tom Finnegan
- Tom Kaldunski
- Tracy Heinbuch/Mary Handrich
- Tyler Komek
- Veronica Lalard
- Walker
- Walter Taylor
- Wanda Kane
- Whoever did my tour

4. What contact did you have with UW-River Falls prior to your arrival? (Other) (28 Responses)

- Email (6x)
- Friends (4x)
- Family (2x)
- FFA Events (2x)
- 4H Horse Leaders Meeting

- Basketball Coach
- Contact with Janie Hijot
- Dairy judging competition
- Falcon scholarship interview
- Family Day
- Football Scouts

- IHSA horse shows
- International advisor
- New students Facebook page
- Past Students
- Shadow day
- Texts
- Tours

6. What source of information has influenced your opinions about the quality of UW-River Falls Programs? (477 responses)

Word of Mouth (163 Responses)

- Friends (32x)
- Family (28x)
- Alumni (12x)
- FFA adviser (6x)
- Friends that attend UWRF (6x)
- Word of mouth (6x)
- Friends that attended before me (5x)
- Parents (5x)
- Cousins (2x)
- OTL leaders (2x)
- Word of mouth from past and current UWRF students (2x)
- Ag Majors
- Crops and soils judging team known as a good ag school
- Friends that knew people that had been through UWRF
- Friends/family
- From what people have told me.
- General word of mouth told me that the programs here were best for an Ag major.
- Graduates of the program
- Heard it was a good school by a lot of people
- Hearing about the experience from parents
- I had a lot of UWRF Alumni tell me great things about the school
- I have heard from many people that this is a very popular ag school
- I have heard from many people that UW River Falls is a great school
- I have heard things from my parents
- I spoke with a higher up job recruitment worker who highly recommended River Falls
- Information from past alumni who was a random individual
- Just what I've heard people say about UW River Falls
- Just word of mouth mostly
- Meeting the staff and experiencing the culture
- Meeting the teachers/staff
- Meeting with staff
- Mostly from family
- My ag teacher attended this school and spoke very well of the program
- My aunt and uncle who attended here
- My Brother
- My FFA adviser whose son went here.
- My oldest sister almost came to River Falls so I learned a lot of information from her
- My relatives that have attended in the past
- My sister and parents
- One on one with teachers
- Other People
- Past graduates
- Past graduates who are my neighbors
- People
- People and my parent know who went here
- People hearing about the school.
- People telling me about their time here.
- Hearing how the staff treated everyone
- People that I know have gone here
- People who go here
- People who have attended the college have really influenced my opinion
- People who have come here
- Peoples responses.
- Personal friends have gone here.
- Professionals in my area that graduated from here
- RA's.
- Reps that I talked to
- Some of my family went here
- Speakers talked about everything River Falls has to offer Talking to different people about the experiences
- Talking to UWRF booth
- Talking with my sister who went to Madison short Course and UWRF
- Talking with others in the industry

- The farmer I lease my cows from is an alumni.
- The sources that I have learned the most from is word of mouth
- What I've heard about the size

- When I would tell someone I was coming here they always told me they knew someone that was here and loved it
- Word of mouth from family
- Word of mouth from other people
- Word of mouth was also a big factor

Websites (101 Responses)

- The River Falls website (59x)
- Internet(7x)
- Online (7x)
- Info I found on the web (4x)
- Facebook (2x)
- All online information
- Articles
- CAFES Facebook page
- College website
- Google search
- I mostly based my info off the website
- I went on the website a lot
- It's also helpful having all of the online resources to look at before school starts.
- Personal online searches
- Research
- Reviews about school.

- River Falls emails
- Social media
- Sources from UWRF website.
- The computer/school website
- The good reviews from the people that have gone to UWRF
- The statistics they have of success in the classroom
- The type of classes the program included on the website
- The UWRF website really gave me an excellent opinion about it
- The website had great information when it came to animal science
- There are course/department descriptions on the website
- Through my own research

UWRF Faculty, Staff, Students (66 Responses)

- Faculty and Staff (12x)
- Former Students (11x)
- Current students (7x)
- Other students (3x)
- Staff (2x)
- The current faculty (2x)
- Communication with admissions.
- Communication with university
- Conversing with other students
- Discussion with faculty
- Friends/current students
- I have heard about the reputation from graduate students.
- I have heard from students who have graduated from UWRF that they felt well prepared for their careers.
- Information gotten from past students.
- Meeting with/talking to current students
- Past Students and current students that told me about their experience

- Personal meeting with Don Taylor
- Personal meetings with faculty
- Professor Trechter
- Speaking with the professors
- Staff meetings
- Students attending UWRF
- Students testimonial
- Students who have previously attended UWRF
- Talking to current students
- Talking to my prior teachers who went their
- Talking to other students
- Talking with teachers while on a campus visit
- The assistance from faculty and staff
- The way the teachers are.
- Upperclassmen
- UWRF
- UWRF staff
- UWRF staff visiting my high school
- UWRF students

Brochures/Emails/Mailings (38 Responses)

- Brochures (25x)

- Flyers (3x)
- Emails (2x)

- Mailing **(2x)**
- Different Brochures
- Info packets.
- Mailings/brochures.

- Newsletters
- Newspapers
- Pamphlets

Campus Visit (33 Responses)

- Campus Visit **(16x)**
- Touring **(3x)**
- Visits **(3x)**
- Visiting campus **(2x)**
- I liked the class sizes
- I loved the lab farms when I visited
- Mainly the campus visits

- Meal received from UWRF
- My college visit
- School visit
- Seeing it
- The mailings and information we were given at the campus visit
- Visiting with staff on college visits

Miscellaneous (32 Responses)

- A combination of my sister
- Agricultural college
- All the interaction on sciences and with things outside there is a lot of hands on
- All the opportunities available
- Attending youth option courses
- College fairs
- College info from school.
- Dad went here
- Employers
- Everyone said great education
- Everything is so personal.
- Experiences from family
- FFA Regional Day
- High school courses that prepared students for college searching and applications.
- I got letters and post cards from teachers in my program. It made me feel as if I mattered and not just a number.
- I have done papers on different universities and I did one on River Falls

- Involvement fairs
- Job Market
- Job percentage for this major
- Knowing that there are a lot of internship opportunities
- Linked-in accounts referring to excellent pre-vet schools of people already in vet school
- My interests
- My school
- N/A
- Positive comments
- Reputation.
- School acceptance rate as just over all ag reputation
- Statistics about graduating
- Stuff visiting my school
- The good reputation that River Falls has for its agricultural department
- The guidebook
- The reputation the school has in the Midwest

High School Faculty/Staff (27 Responses)

- Teacher **(8x)**
- Ag Teacher **(6x)**
- Guidance Counselor **(3x)**
- High school teachers **(3x)**
- Advisor
- Also my guidance counselor knows quite a bit of information about River Falls and helped me in high school

- Counselors from high school
- Past high school programs that had us look for careers
- Teachers from high school
- The great experiences my advisors told me of the college.
- The information my guidance counselor provided me with from previously attending UWRF

Programs (17 Responses)

- Equine program **(2x)**

- Also the fact that UWRF has a horticulture program.
- Dairy Program
- For the history of the ag program and education
- Had pre-vet.
- Has a great agriculture program.
- Hearing about how wonderful the UWRF programs were from friends that attend UWRF
- I started to know everything about Ag Economics program

- Others talking about the quality of the animal science program.
- Program information
- Program Outcomes
- That people say how good the ag program is here
- The info of the programs on the website the major descriptions
- The vet program in an envelope I got from my high school
- The wonderful ag program
- They have ROTC