

A Comparative Advantage Alumni Study

for

The National Catholic College
Admission Association

December, 2011

BACKGROUND

Methodology

- Study conducted by Hardwick~Day
- 21-24 minute telephone interviews conducted August 30 - November 15, 2011 to add to interviews in the Hardwick~Day database
- 200 alumni of CCAA colleges and universities (115 colleges represented)
- Graduating classes of 1995-2006 (to be compared to database interviews from 1980-1994 whenever there are significant and meaningful differences)
- Margin of error +/- 7.0 percentage points for sample size of 200

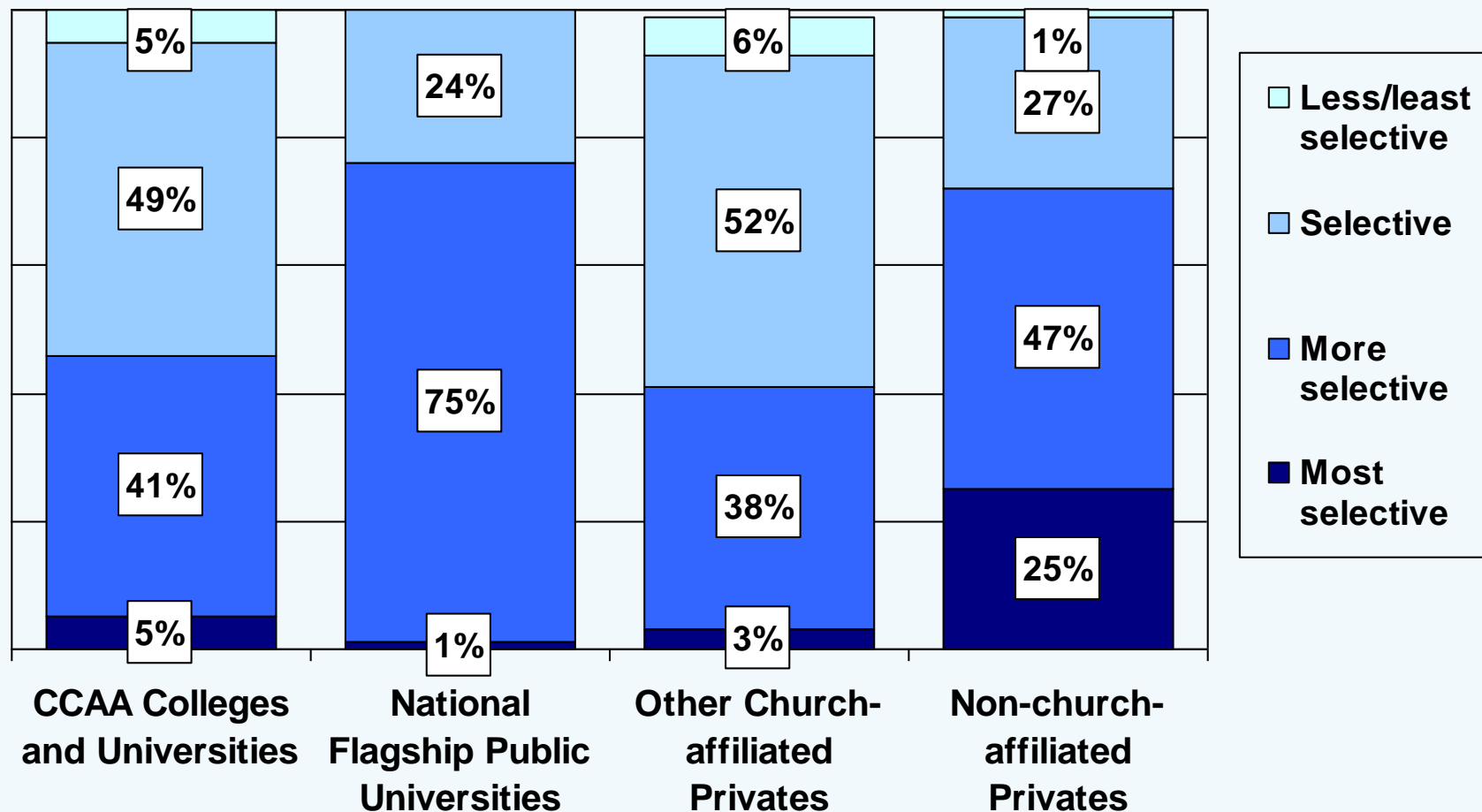
Comparison Institutions

- **Catholic College Admission Association Colleges and Universities** (200) 115 colleges represented
- **Flagship Public Universities*** (202) 112 universities represented
- **Other Church-Affiliated Private Colleges and Universities** (438) 175 colleges represented
- **Non-Church-Affiliated Private Colleges and Universities** (190) 131 colleges represented

* Flagship public universities = 117 public universities designated as “national universities” in *U.S. News and World Report, America’s Best Colleges, 2012*.

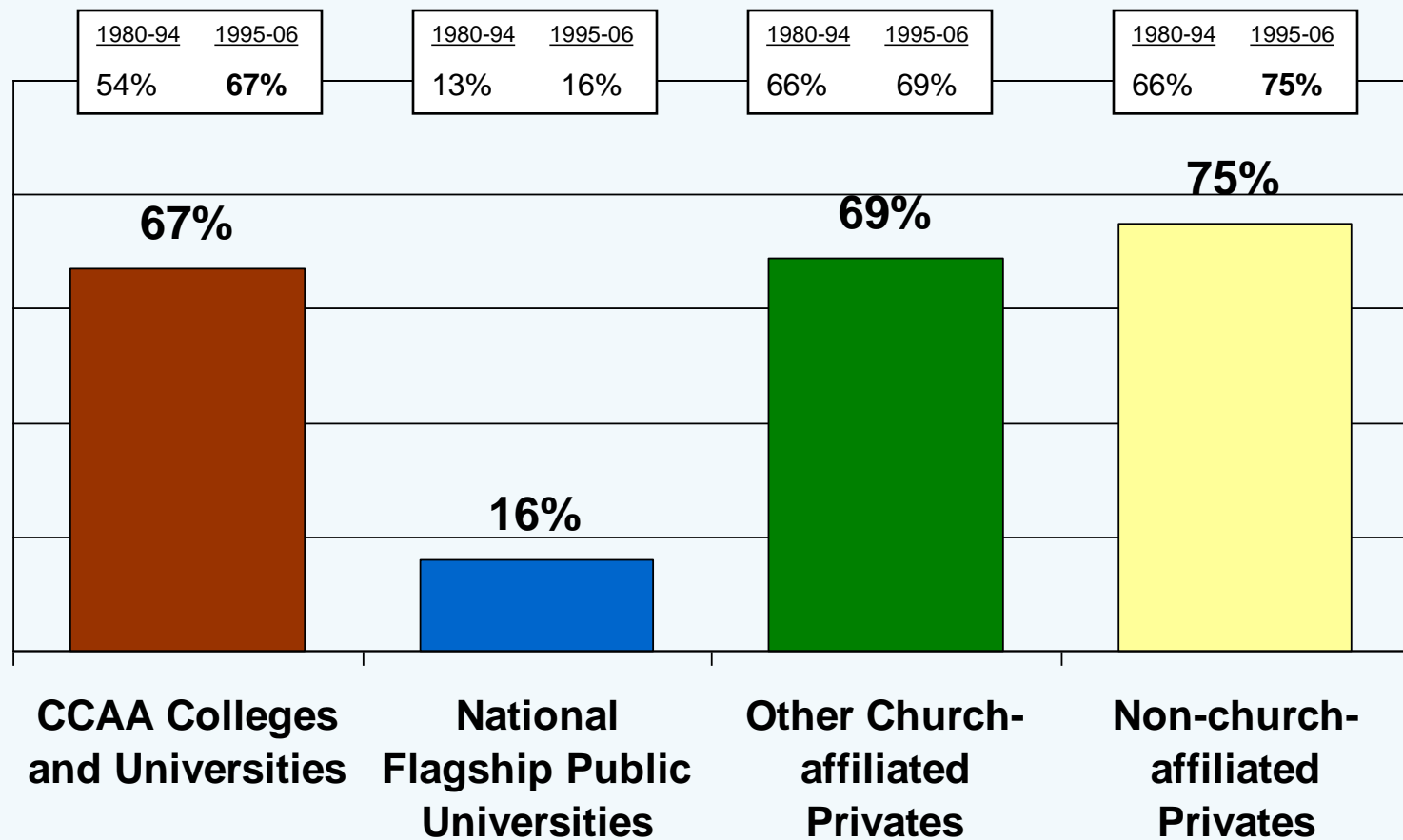
Institutional Characteristics

Selectivity Rating of Alma Mater



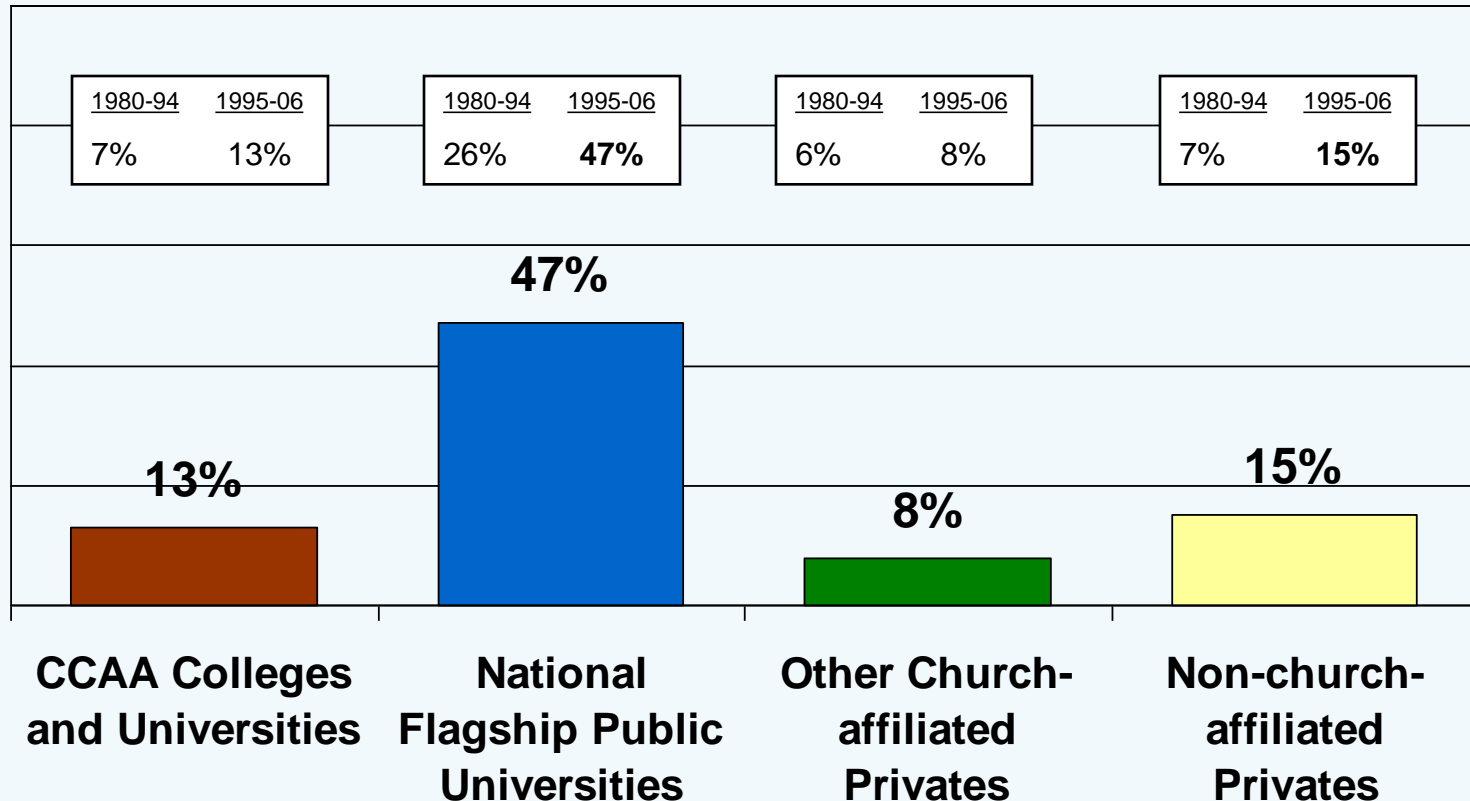
Source: *U.S. News and World Report*

Many Small Classes with Fewer than Twenty Students



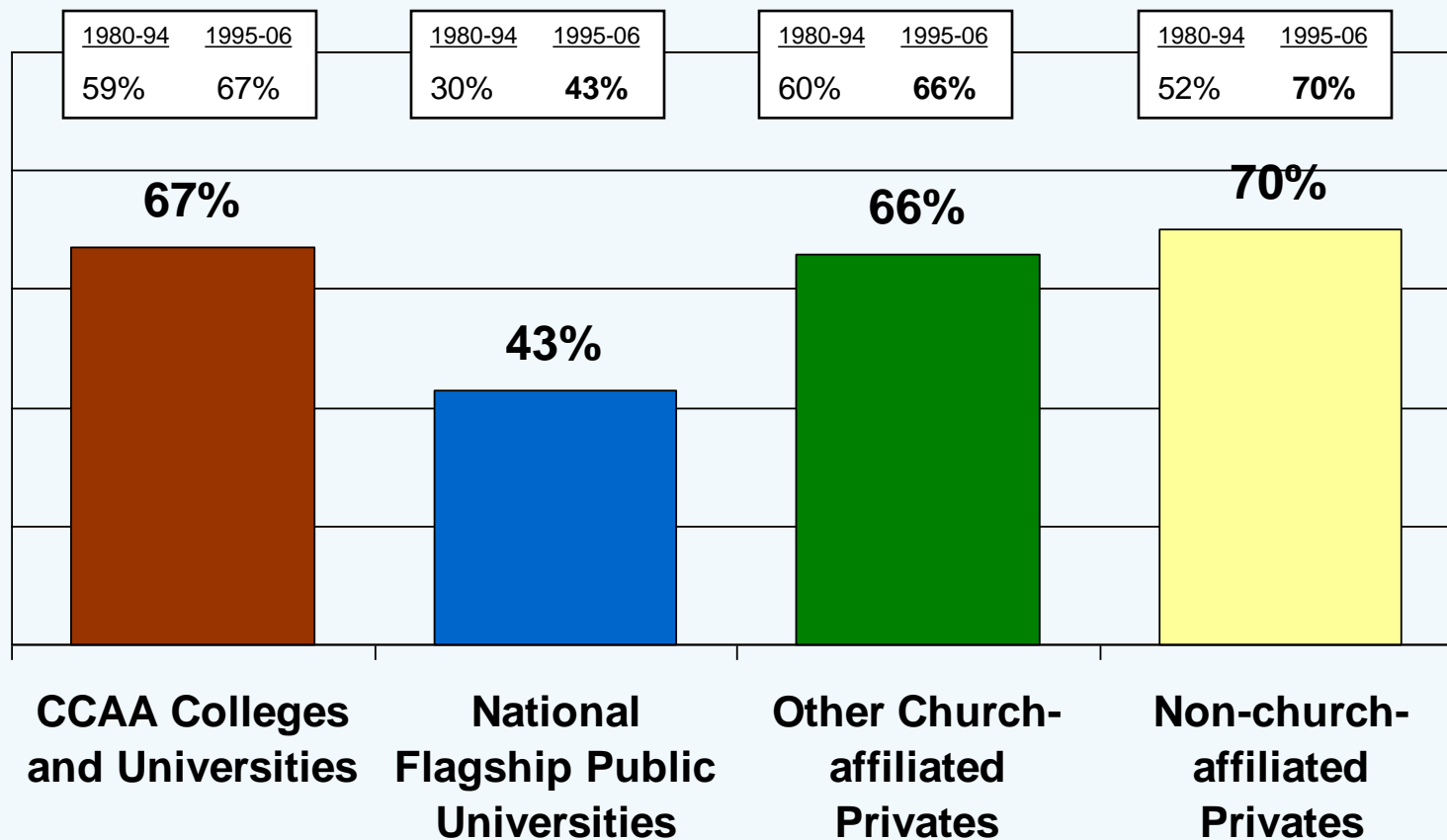
Q.1 Please tell me how much you personally benefited from your college offering . . . rating "benefited very much" (top box on a five-point scale)

Teaching Assistants Often Used in Classes



Q.2 How often did your college experience include the following?
(rating 4 or 5 on a five-point scale, where 1=never and 5=always)

A Safe Campus Environment

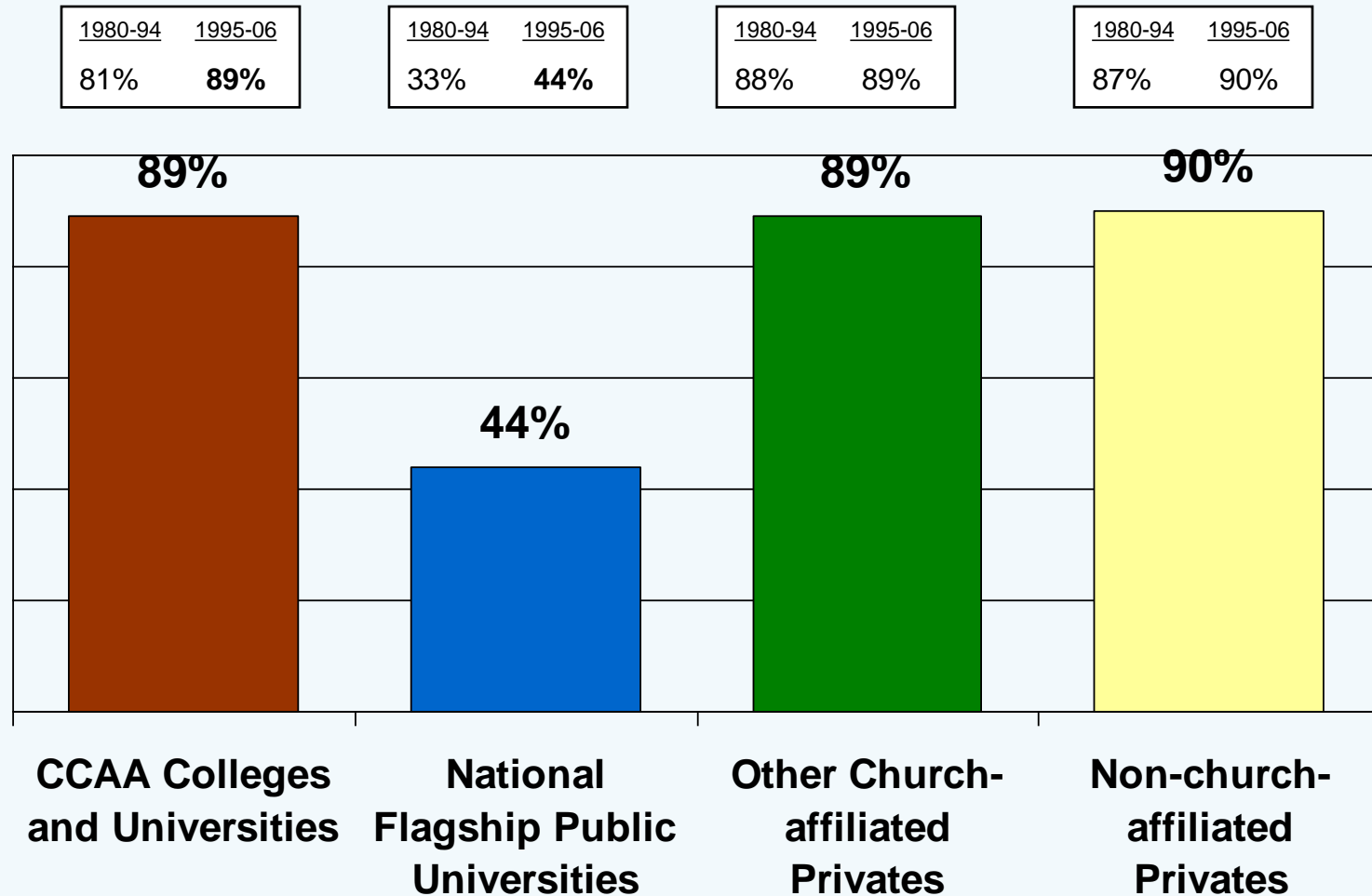


Q.1 Please tell me how much you personally benefited from your college offering . . . rating "benefited very much" (top box on a five-point scale)

ENVIRONMENT AND INVOLVEMENT

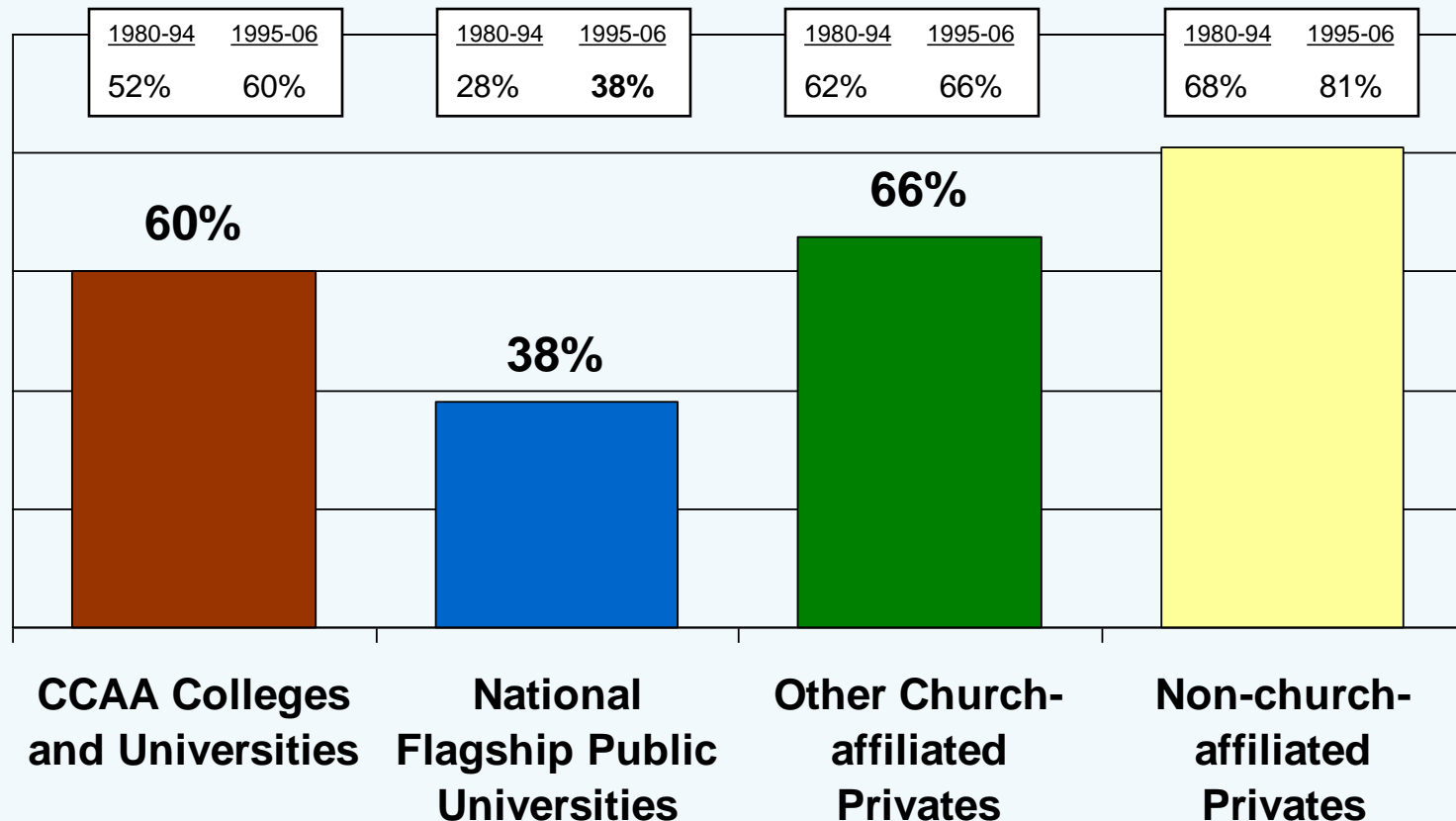
Involvement with Faculty

A Majority of Classes Taught by Professors



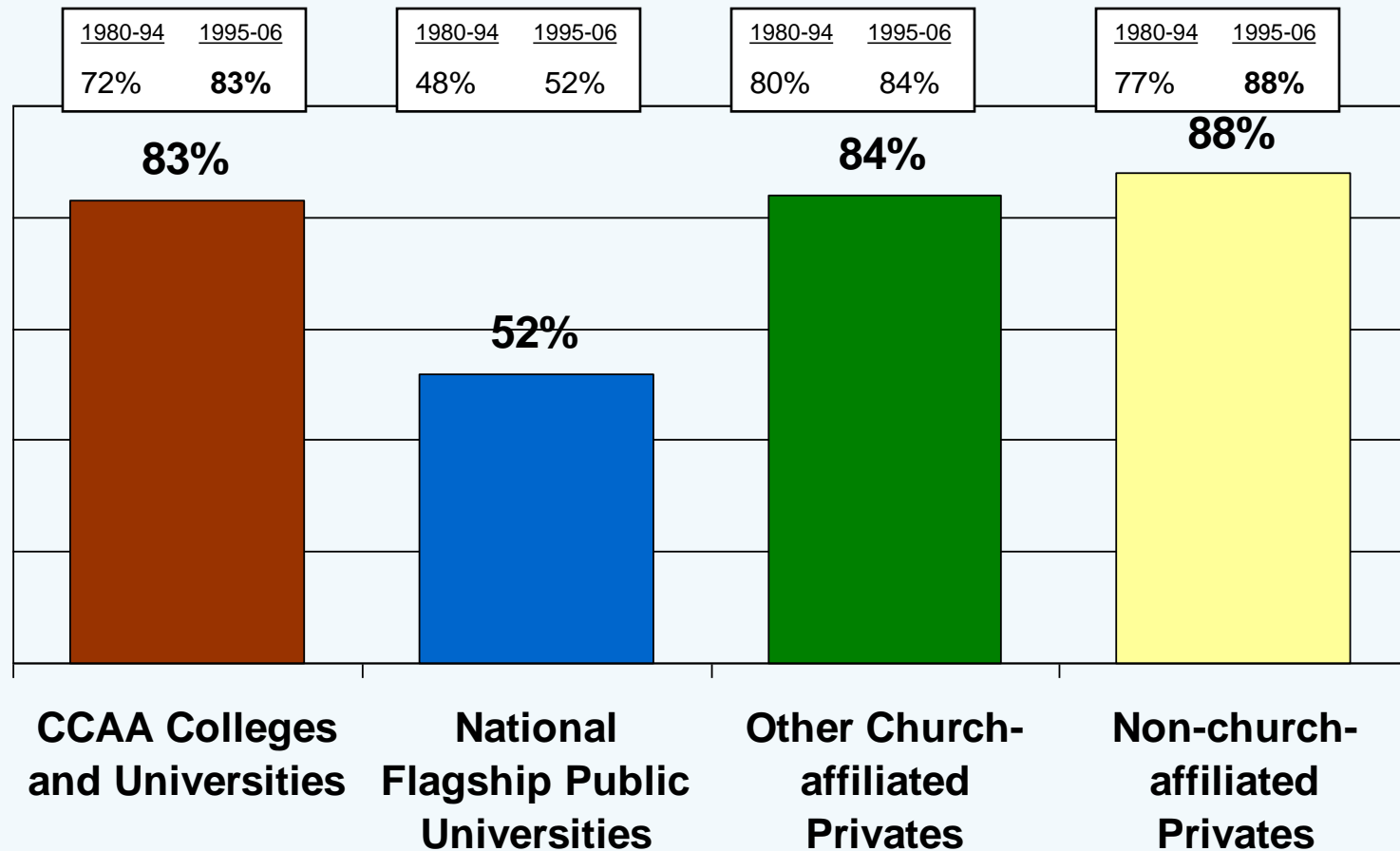
Q.1 Please tell me how much you personally benefited from your college offering . . . rating "benefited very much" (top box on a five-point scale)

High Quality, Teaching-Oriented Faculty



Q.1 Please tell me how much you personally benefited from your college offering . . . rating “benefited very much” (top box on a five-point scale)

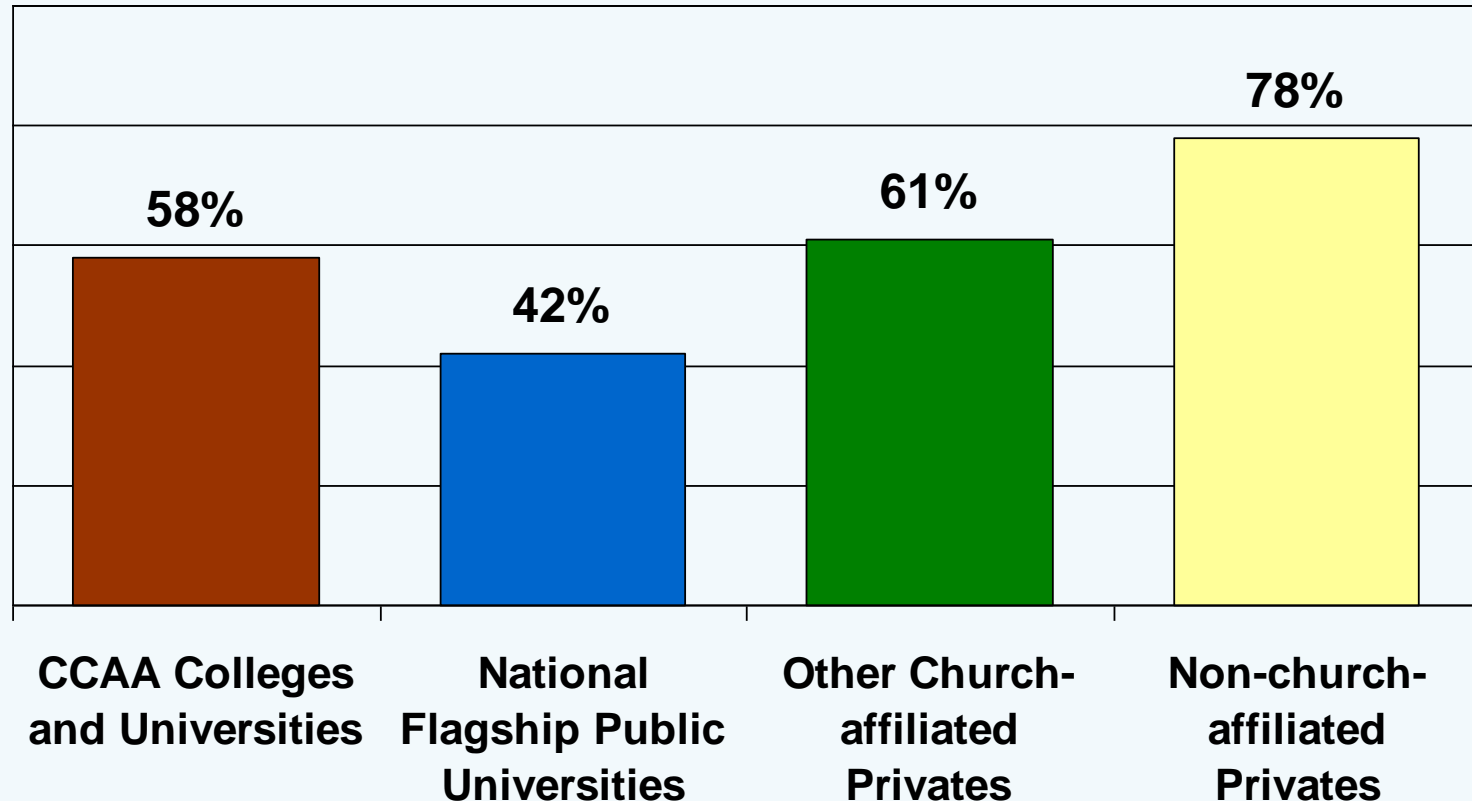
Professors Often Challenged Students, But Personally Helped Them Meet the Challenge



Q.2 How often did your college experience include the following?
(rating 4 or 5 on a five-point scale, where 1=never and 5=always)

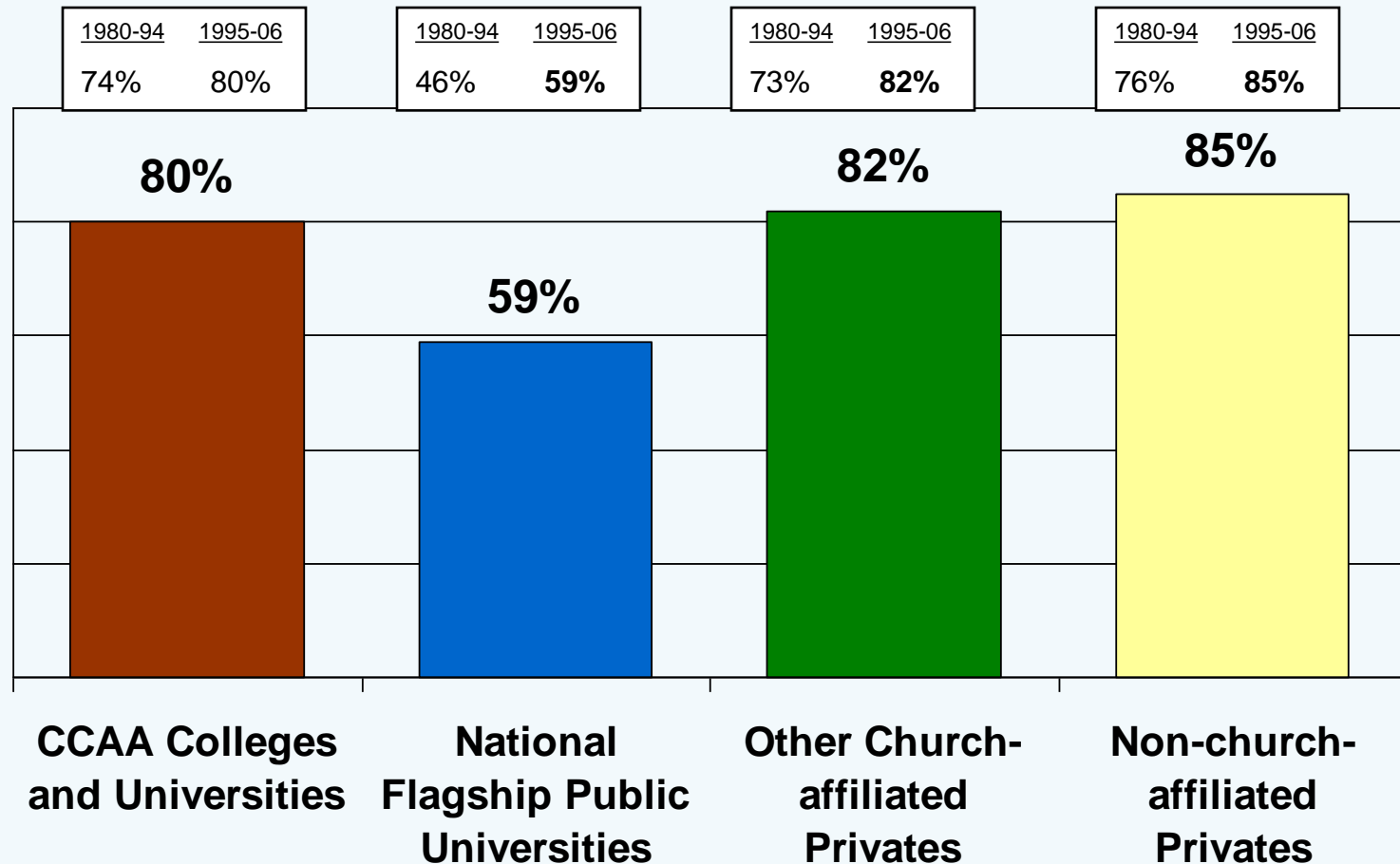
An Involving Classroom Learning Environment

Most Grades Based on Essay Exams and Written Reports



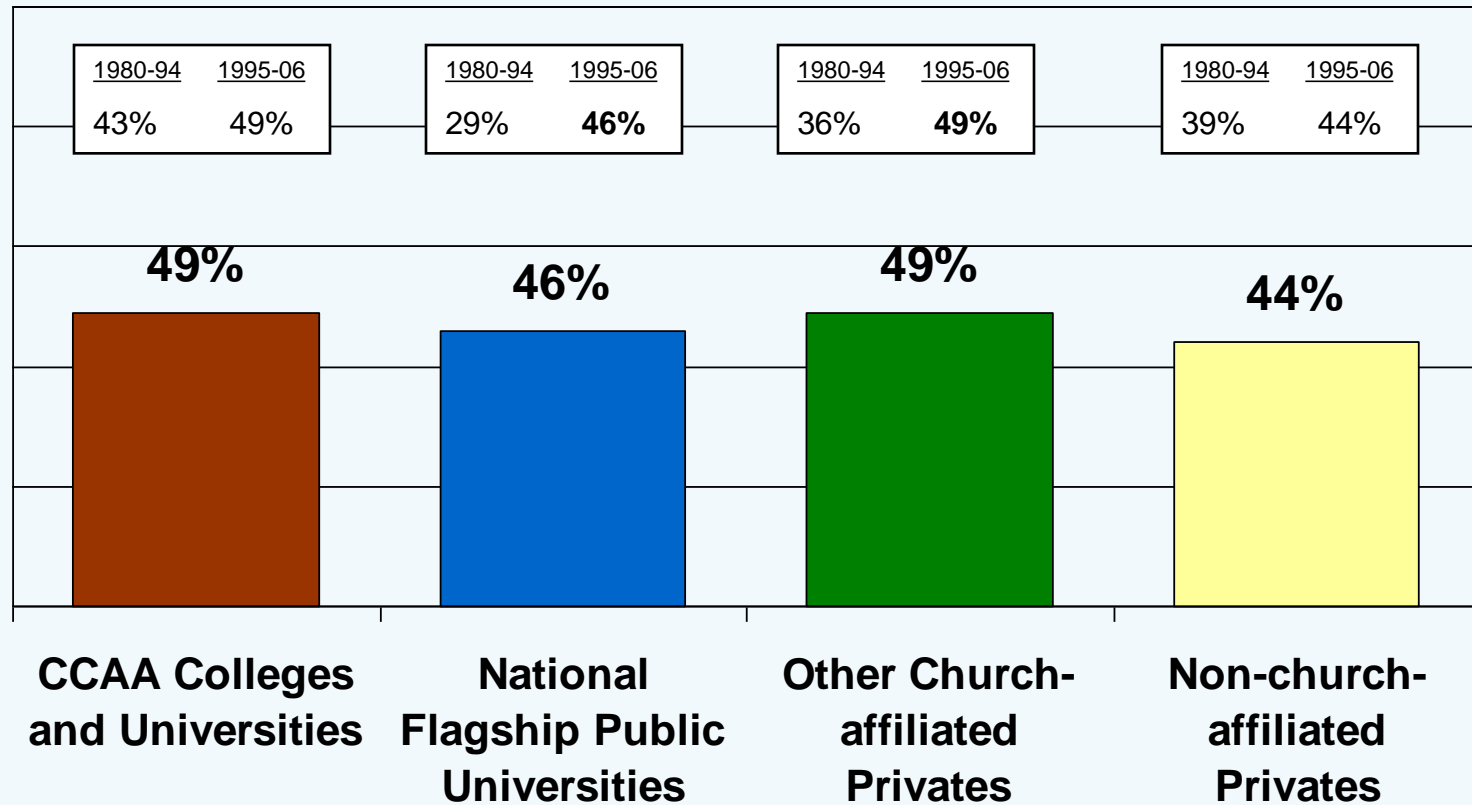
Q.3 Would you say that most of your course grades were based on . . .

Extensive Classroom Discussions



Q.2 How often did your college experience include the following?
(rating 4 or 5 on a five-point scale, where 1=never and 5=always)

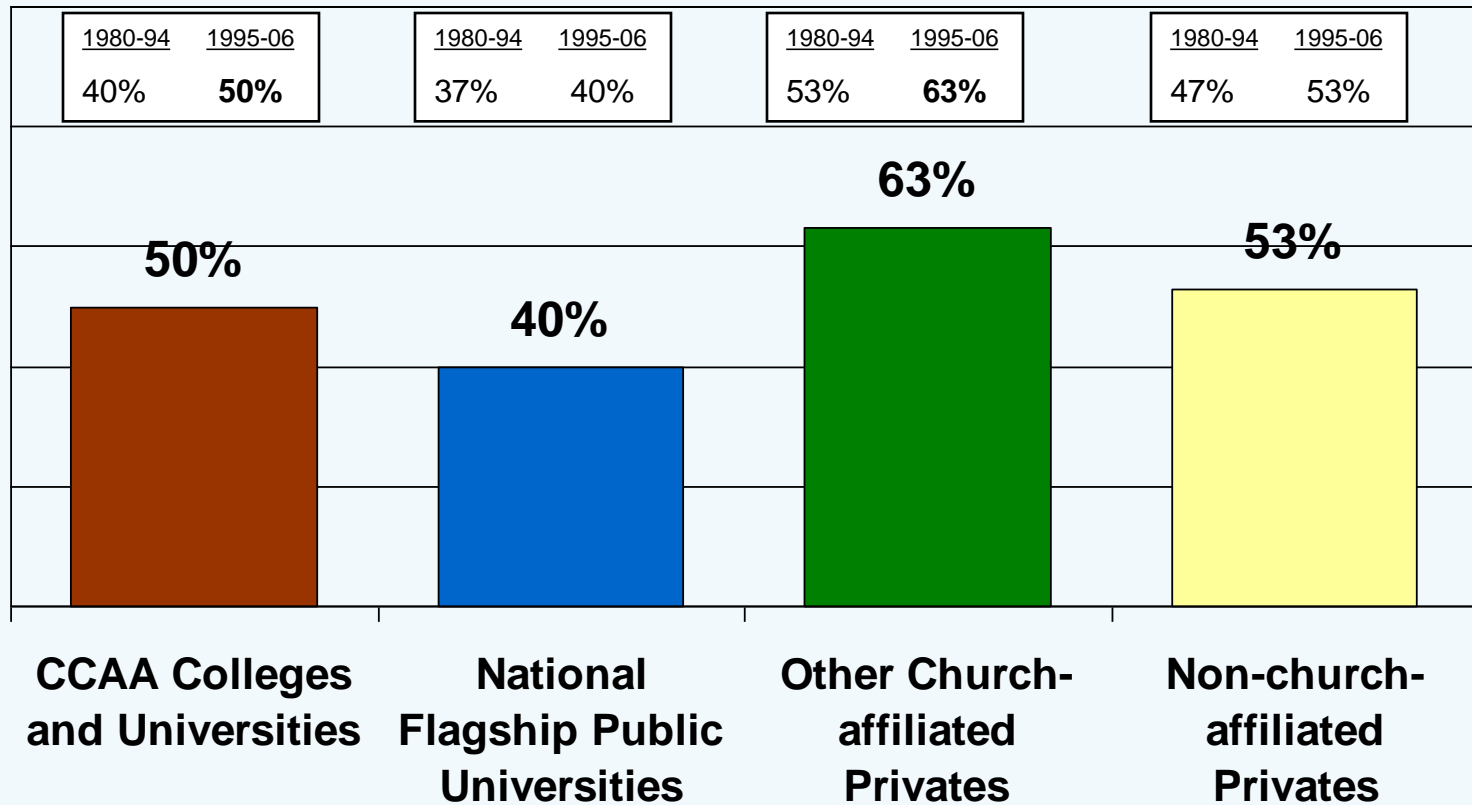
Frequent Informal Student Study Groups



Q.2 How often did your college experience include the following?
(rating 4 or 5 on a five-point scale, where 1=never and 5=always)

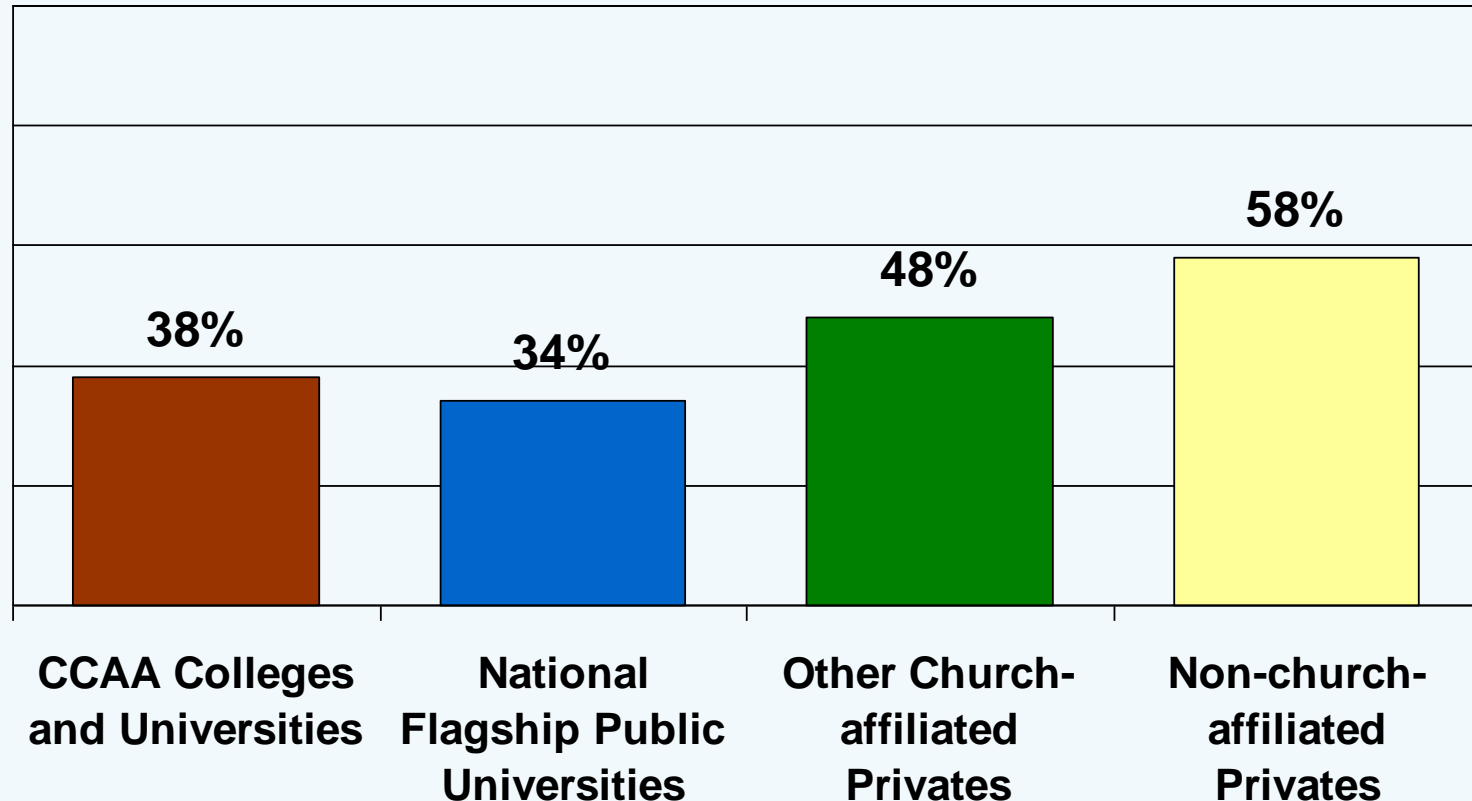
Participation in Co-Curricular Activities

Participated in a College-Sponsored Internship or Other Applied Learning



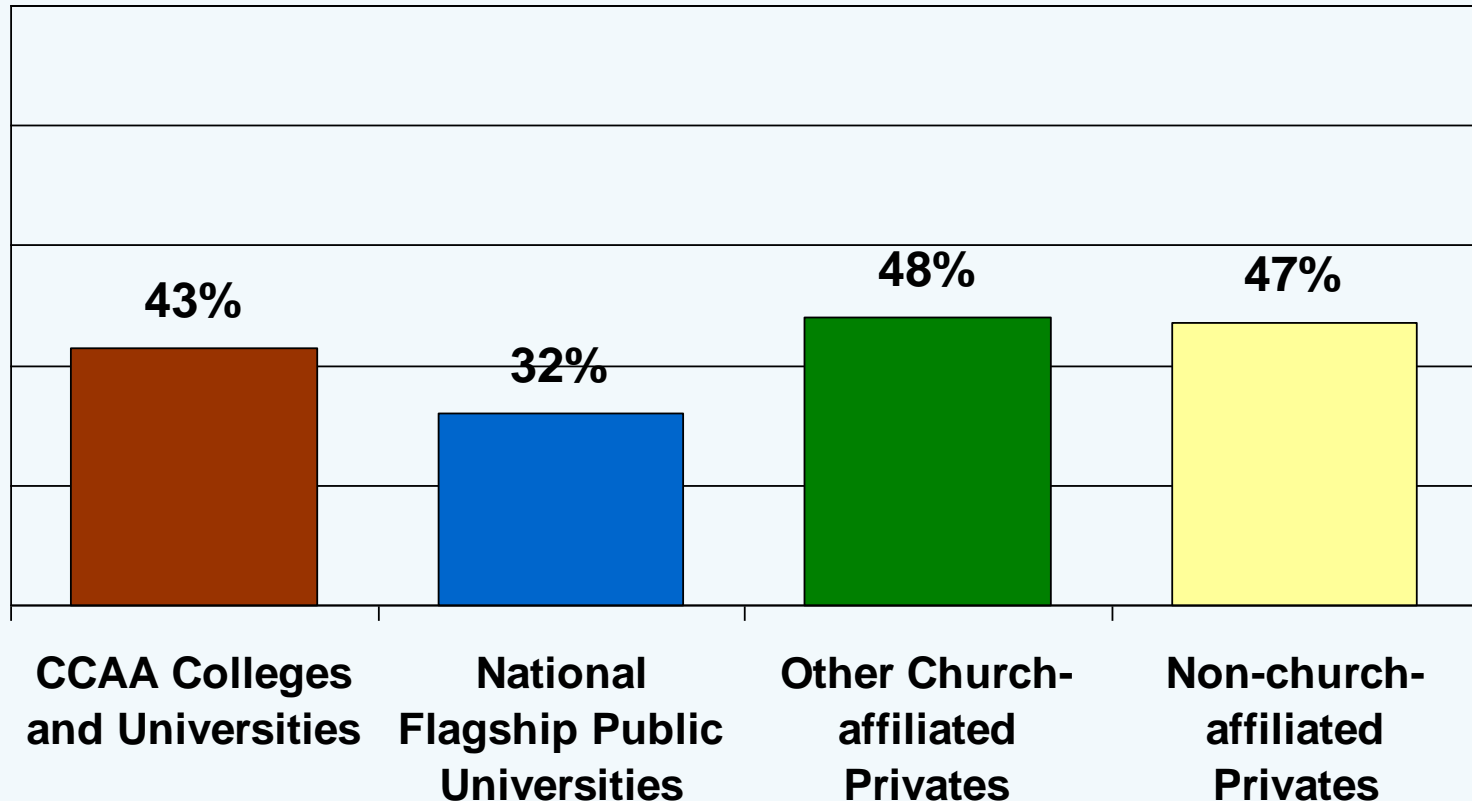
Q. 5 While in college, did you participate in . . . ?

Participated in Faculty Directed Research or Independent Study



Q. 5 While in college, did you participate in . . . ?

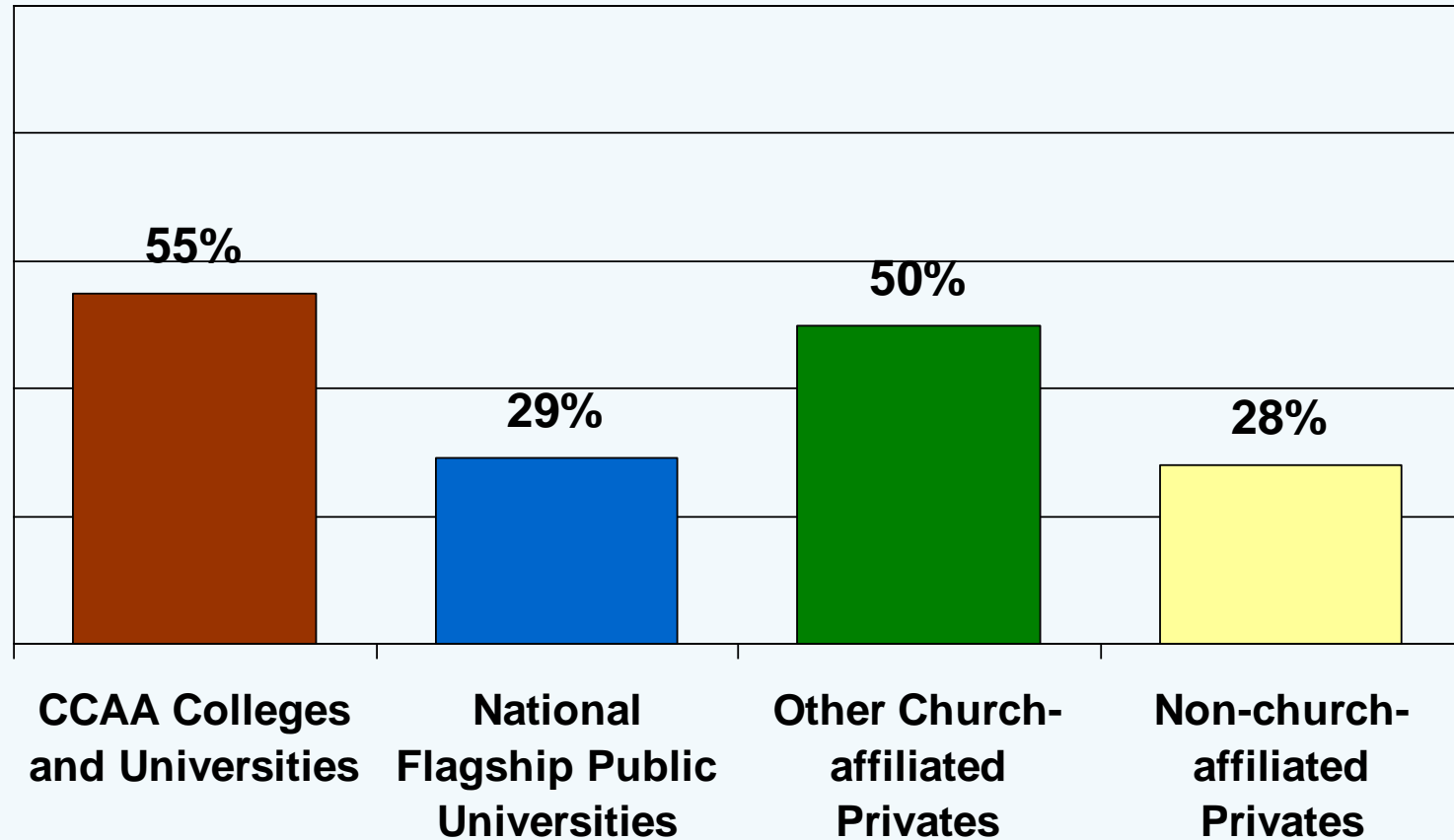
Participated in Off-Campus or International Study



Q. 5 While in college, did you participate in . . . ?

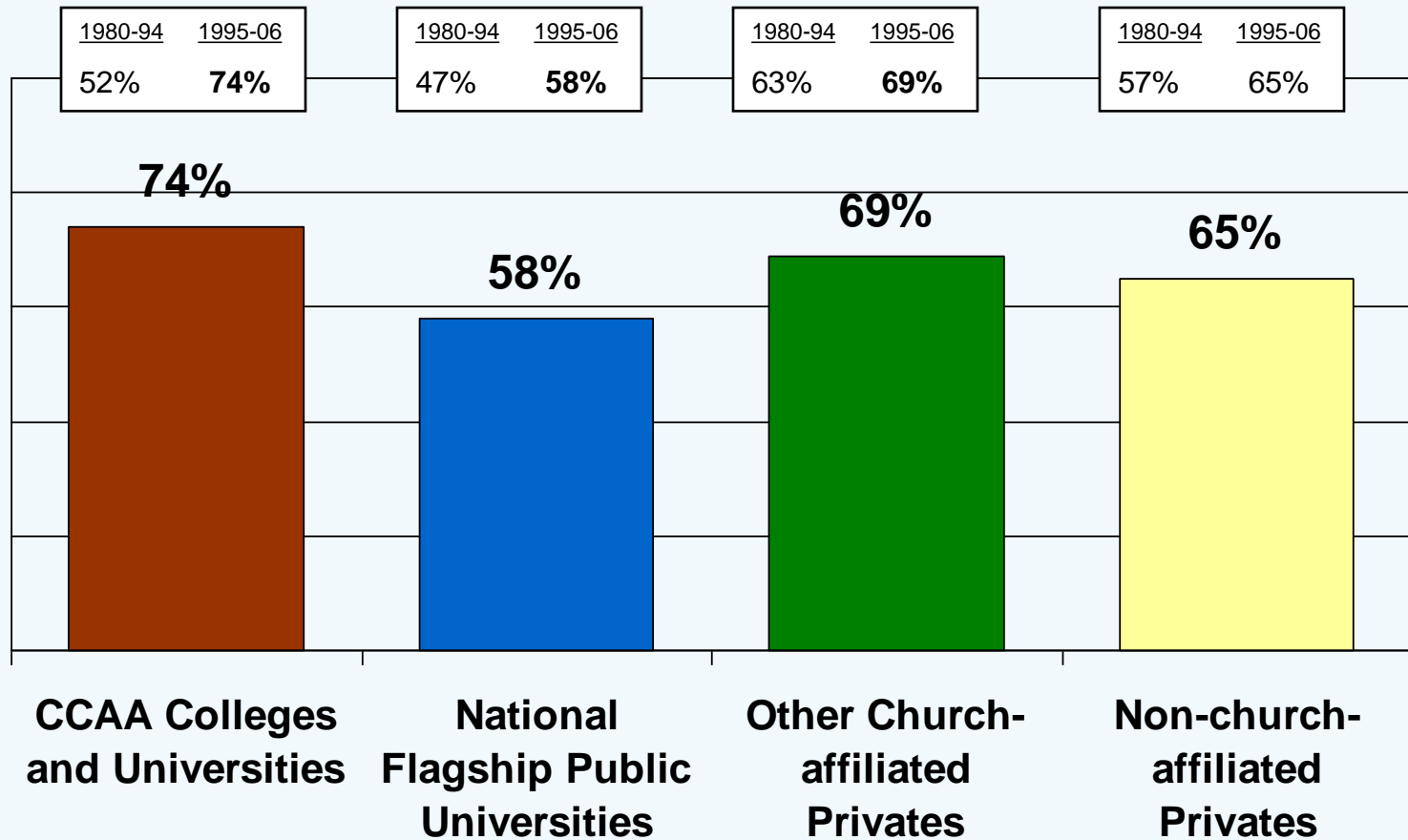
Participation in Extra- Curricular Activities

Church or Religious Activities



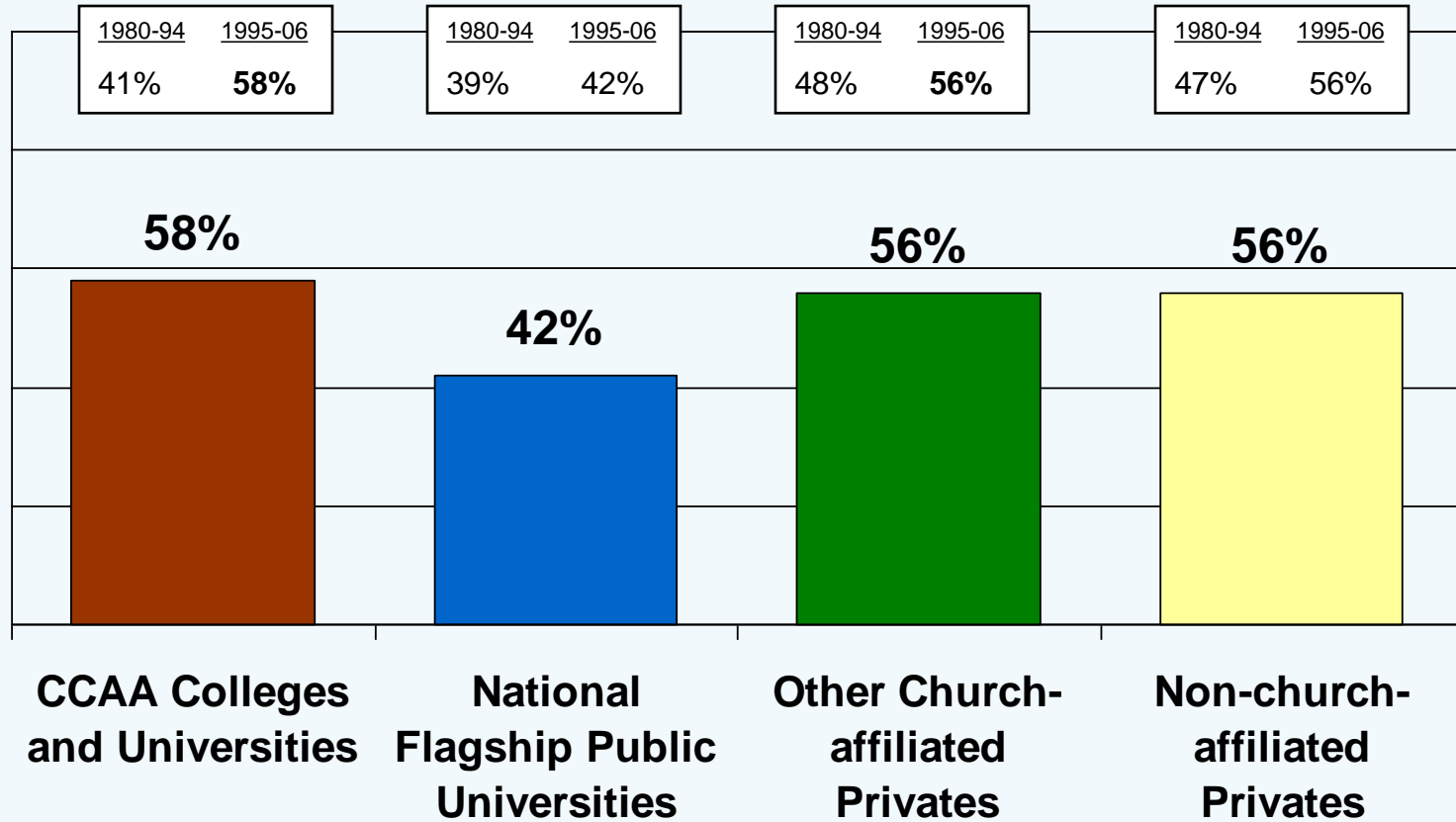
Q.6A Were you involved in any of the following?

Volunteer or Community Service Activities



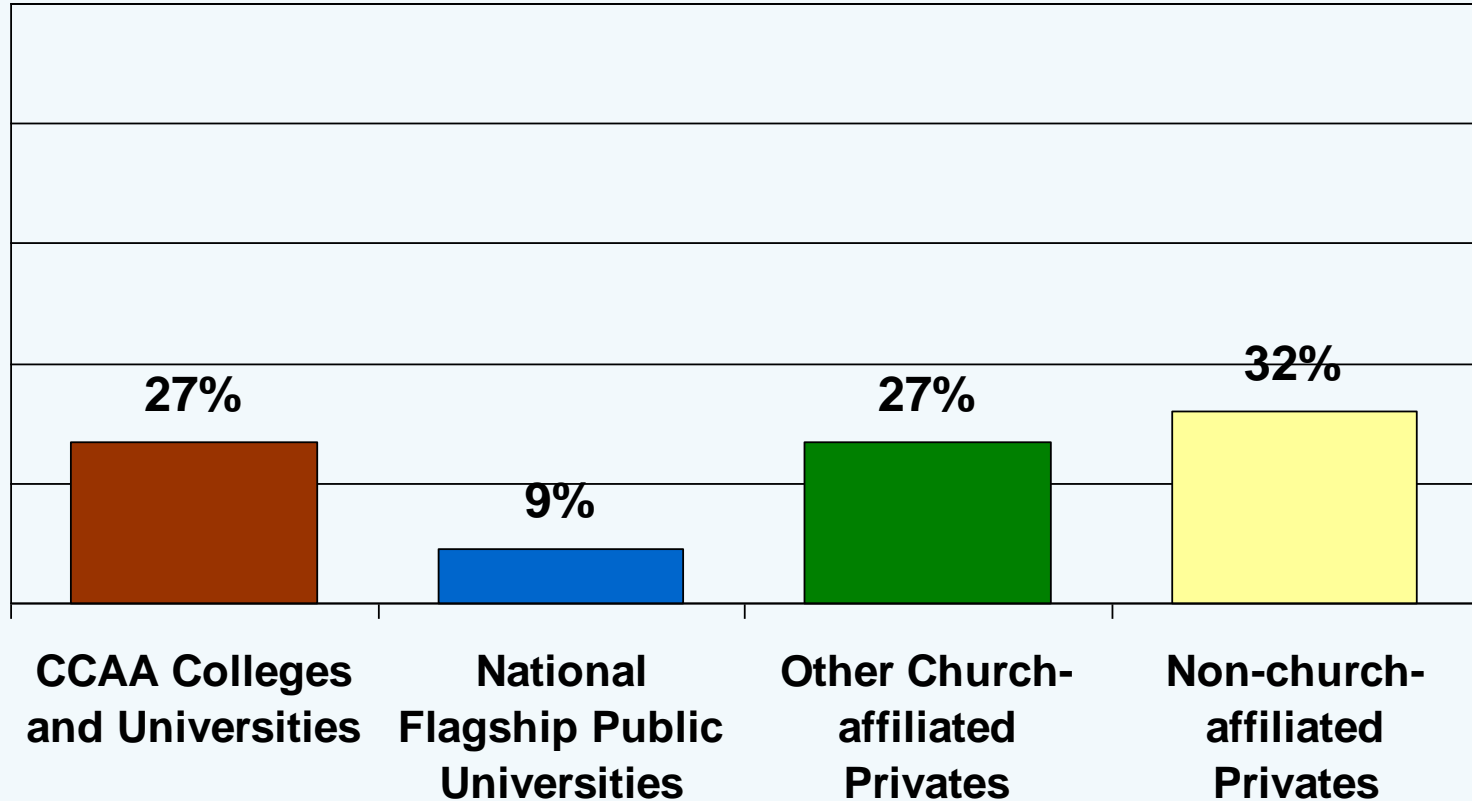
Q.6A Were you involved in any of the following?

Academic Clubs and Activities



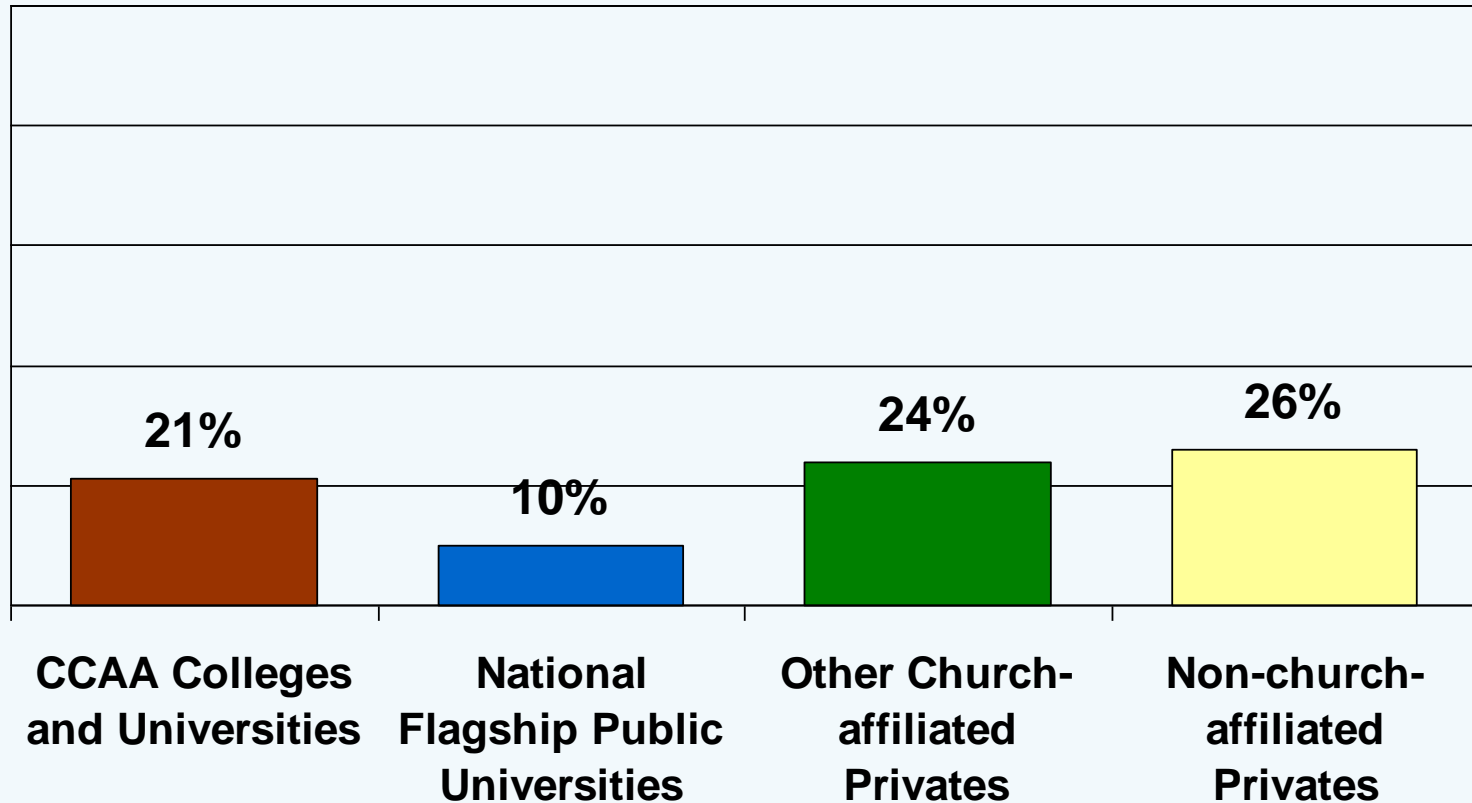
Q.6A Were you involved in any of the following?

Campus Publications or Student Government



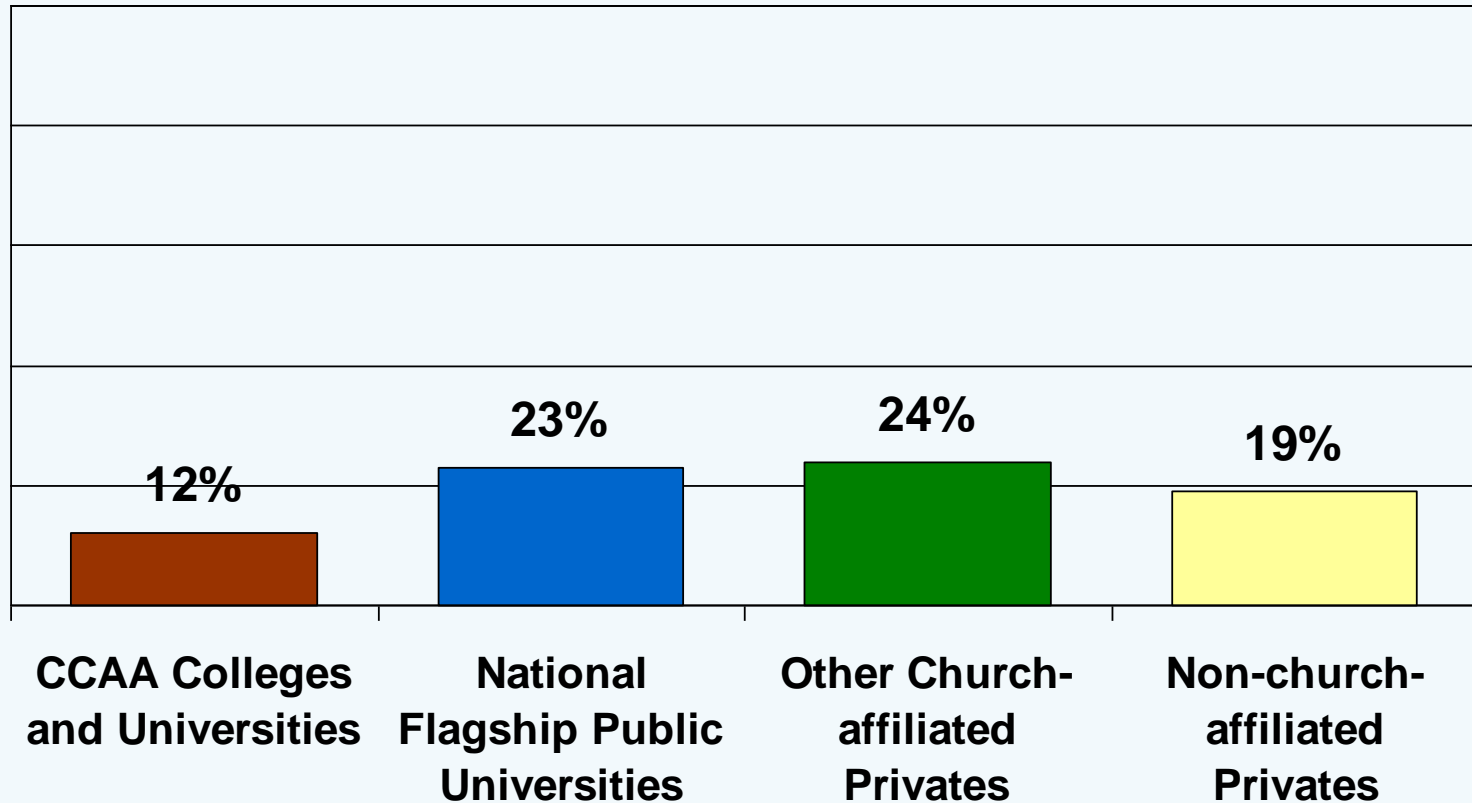
Q.6A Were you involved in any of the following?

Varsity Athletics



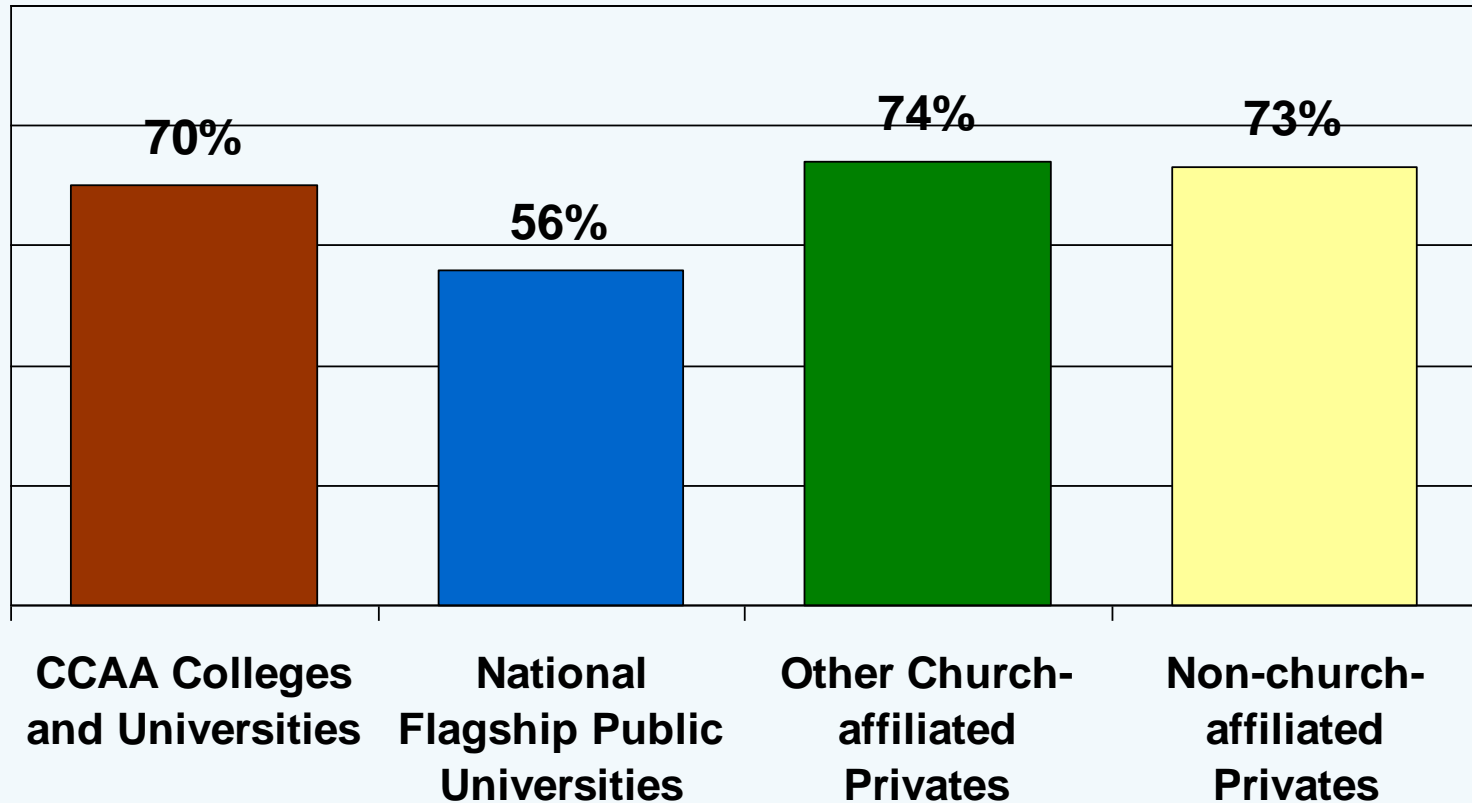
Q.6A Were you involved in any of the following?

A Fraternity or Sorority



Q.6A Were you involved in any of the following?

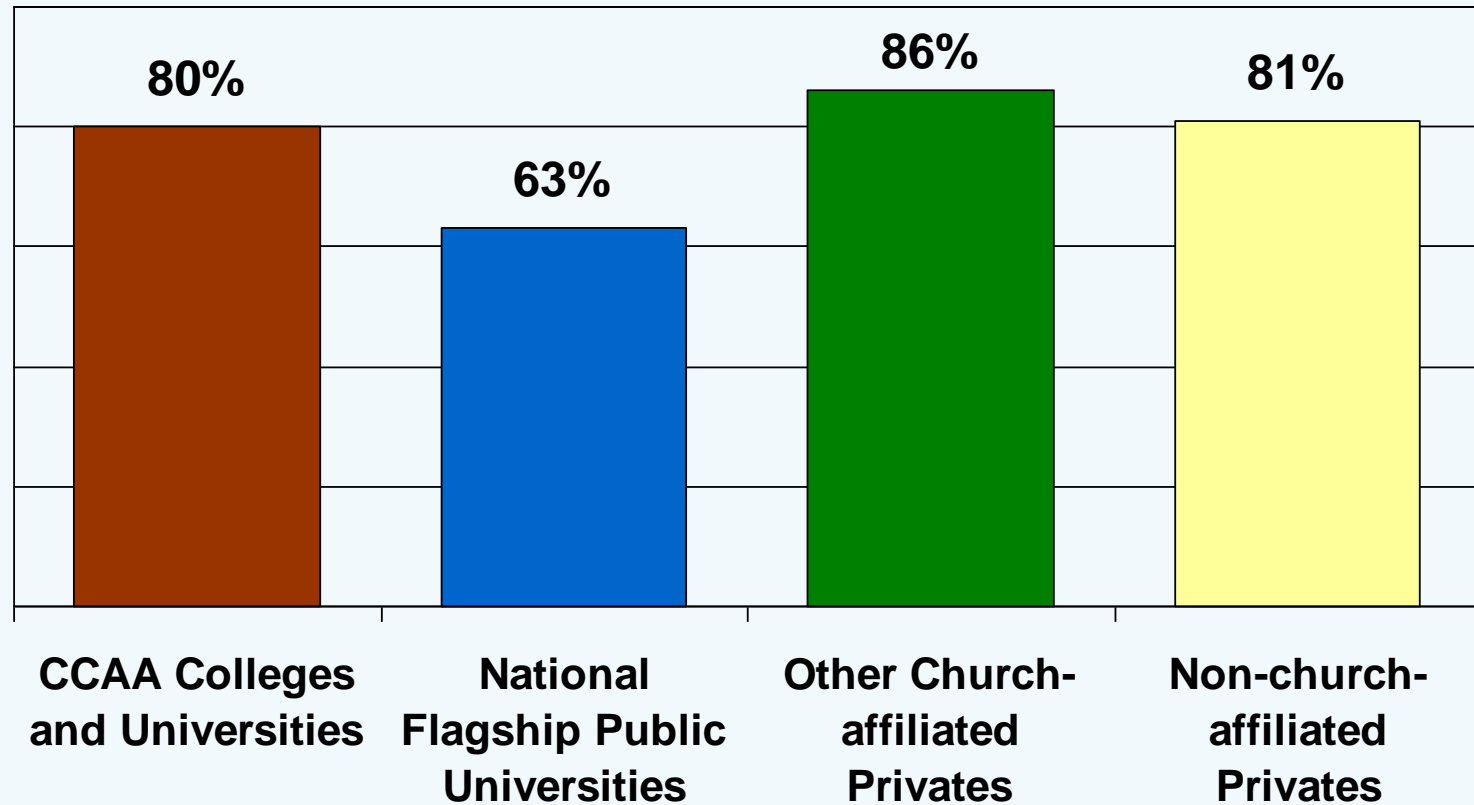
Had a Leadership Role in Any Extracurricular Activities



Q.6B Did you have any leadership roles in. . .?

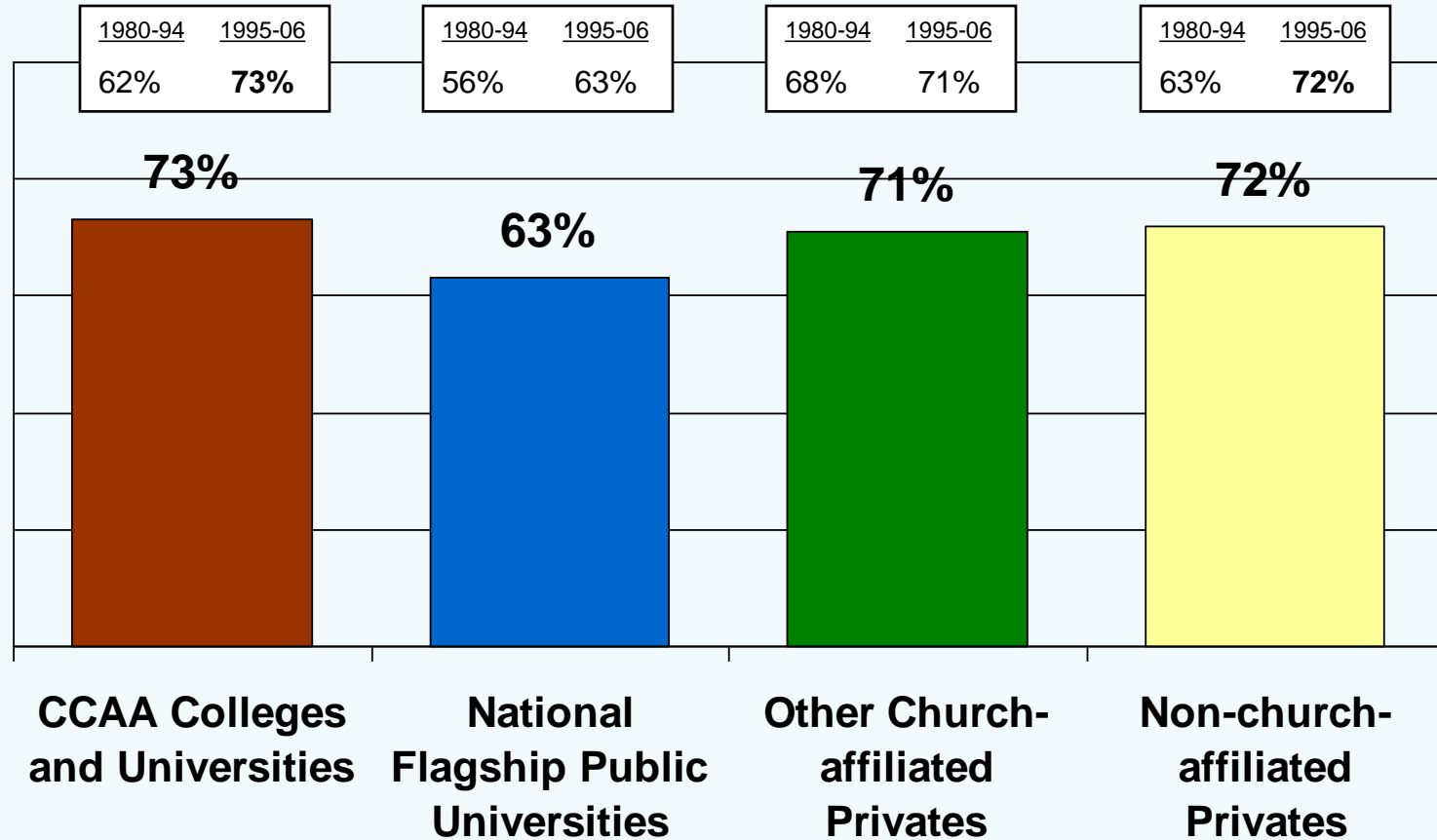
Friendships and Personal Development

There Was a Sense of Community Among Students



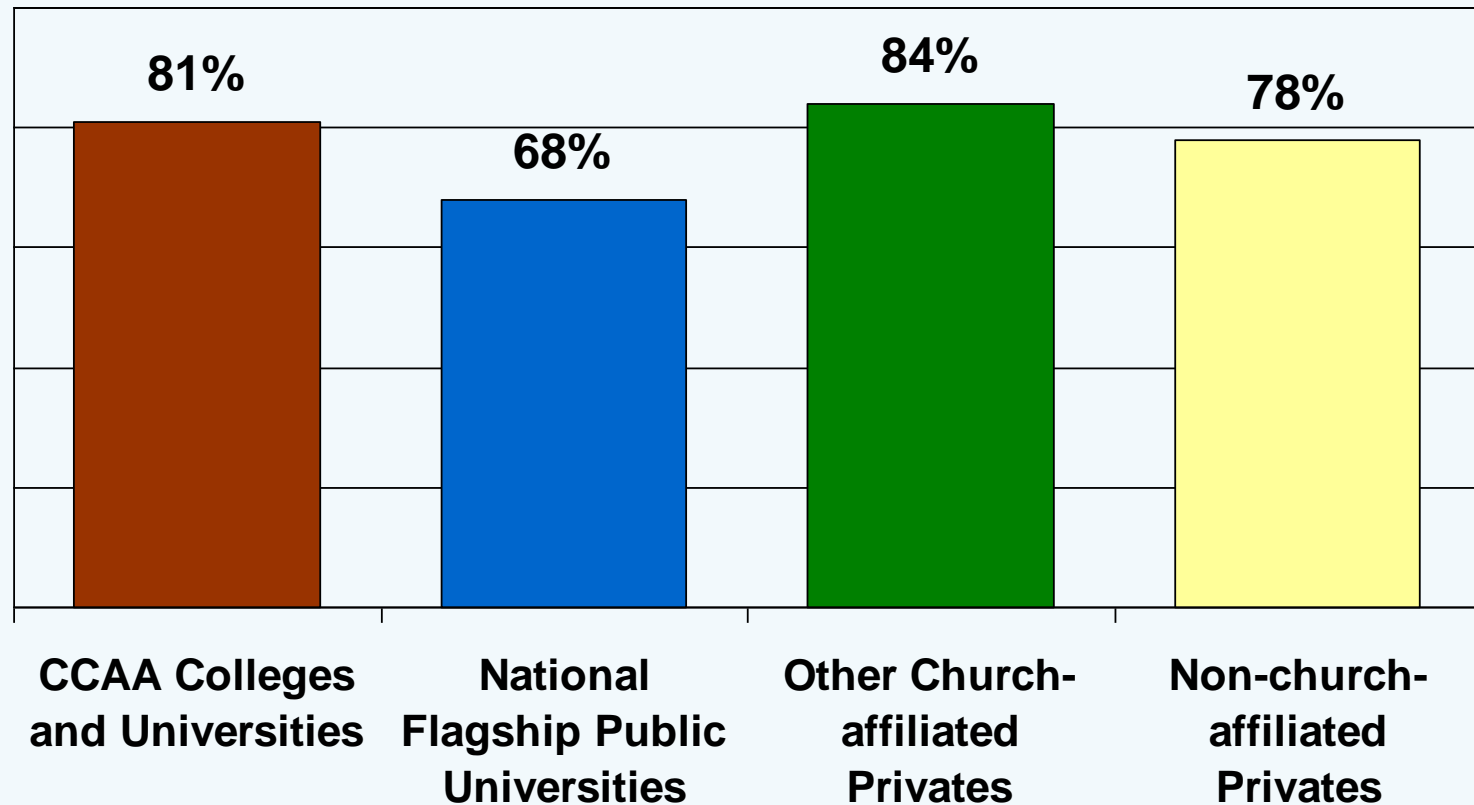
Q.12 How much do you agree or disagree with the following? (rating a 4 or 5 on a five-point scale, where 1=strongly disagree and 5=strongly agree)

Friendships Often Developed from Classroom Experiences



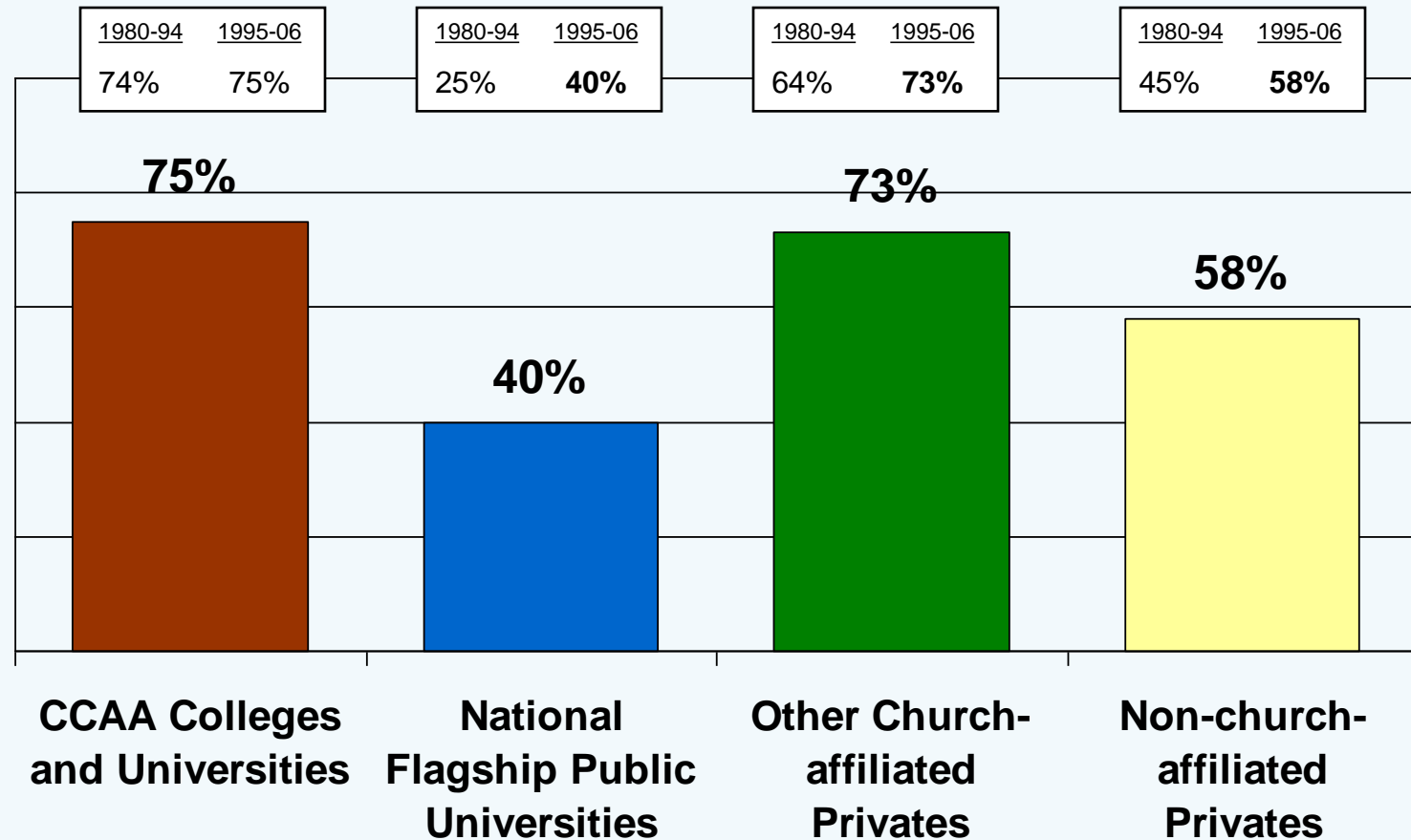
Q.2 How often did your college experience include the following?
(rating 4 or 5 on a five-point scale, where 1=never and 5=always)

Frequent Interaction with Students with Similar Values



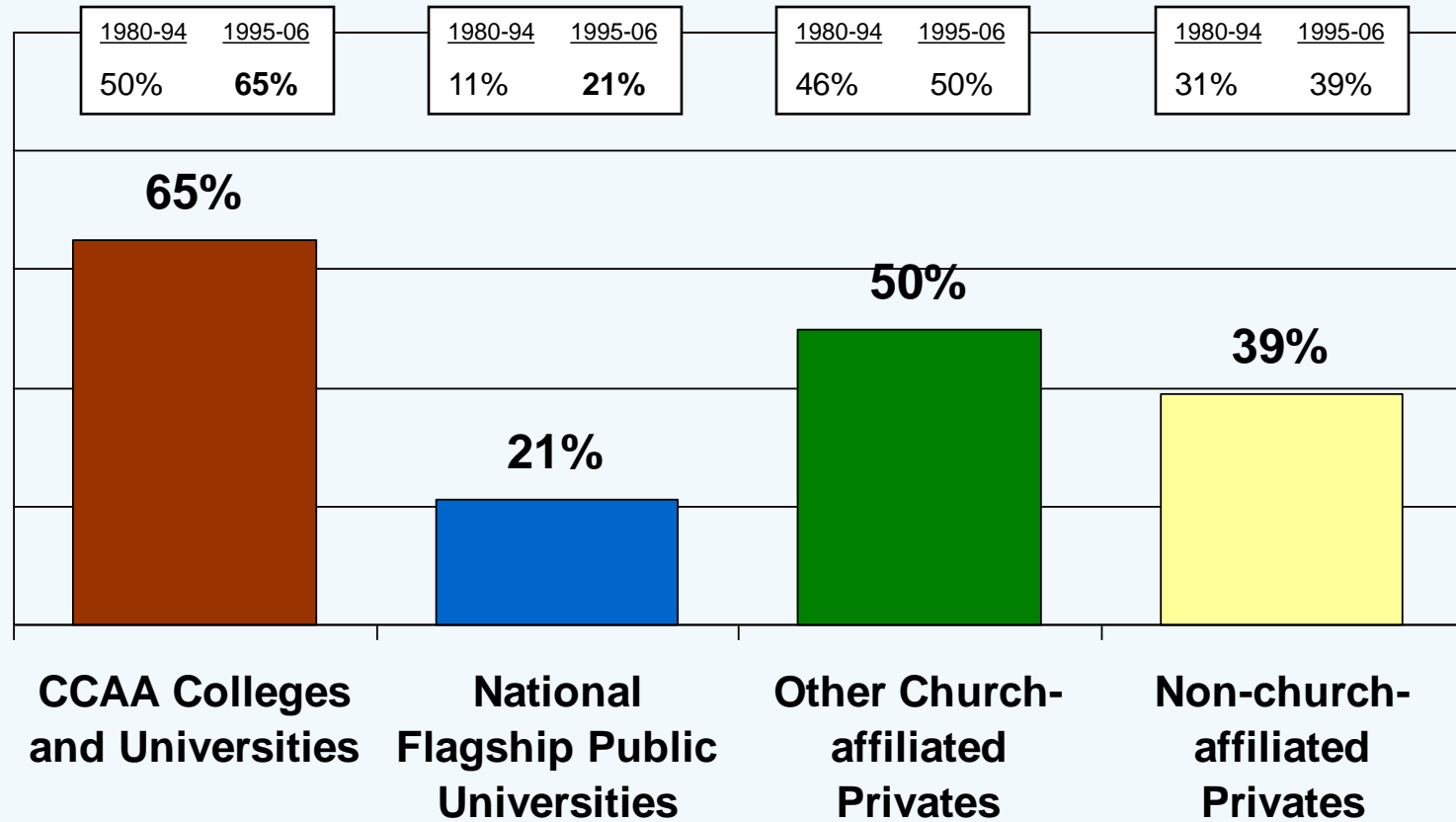
Q.2 How often did your college experience include the following?
(rating 4 or 5 on a five-point scale, where 1=never and 5=always)

Integration of Values and Ethics in Classroom Discussions



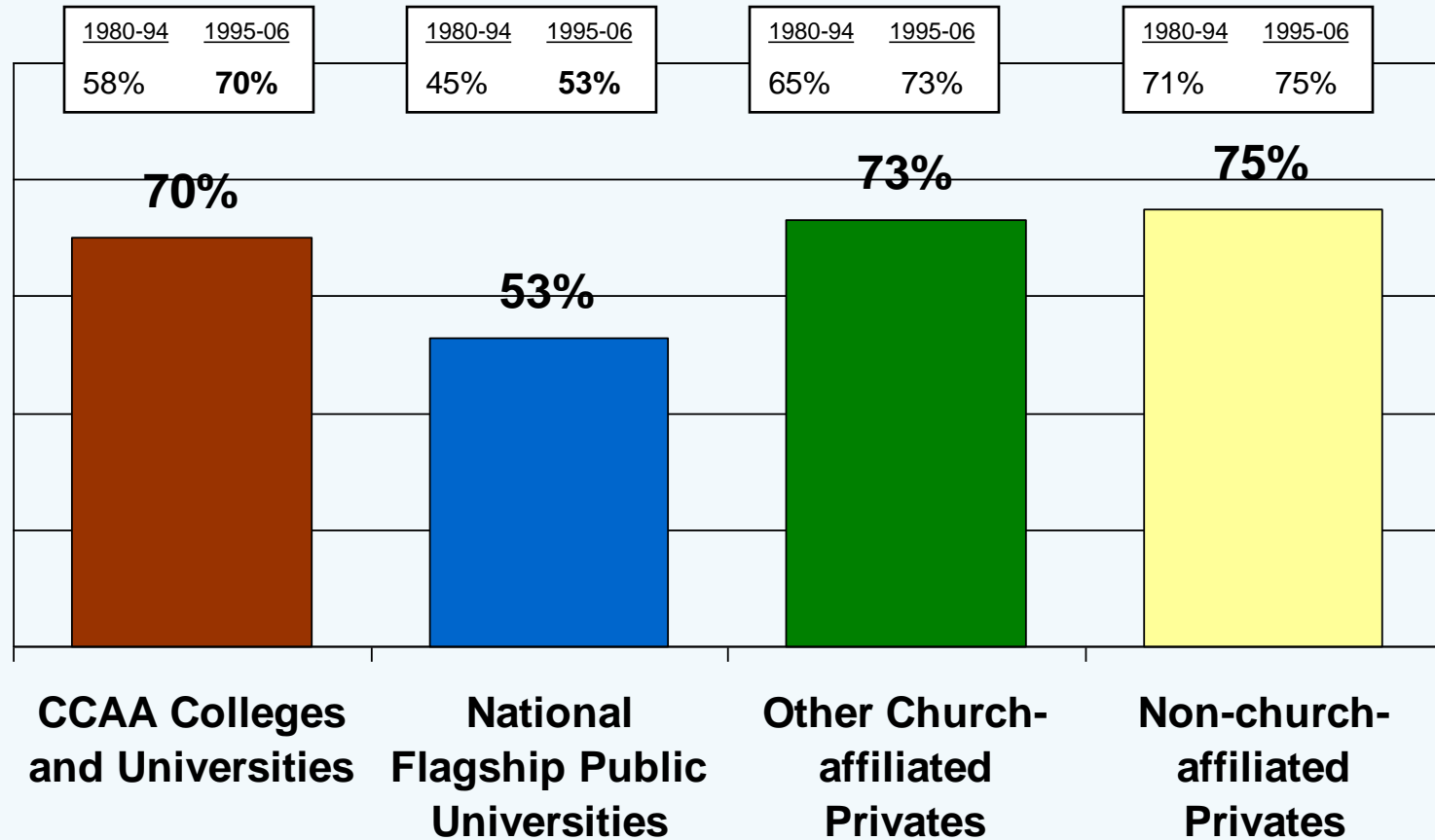
Q.2 How often did your college experience include the following?
(rating 4 or 5 on a five-point scale, where 1=never and 5=always)

Benefited from An Emphasis on Personal Values and Ethics



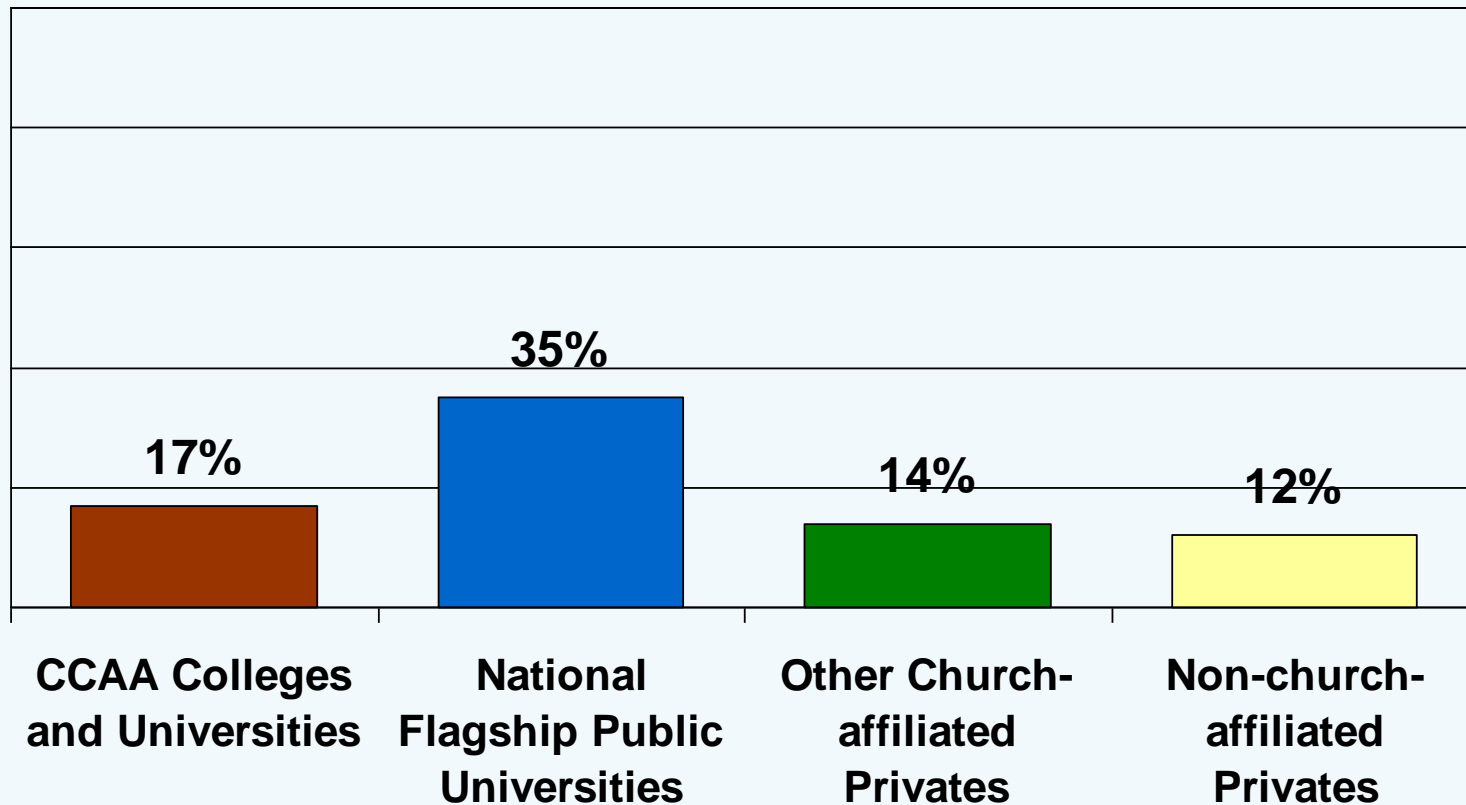
Q.1 Please tell me how much you personally benefited from your college offering . . . rating "benefited very much" (top box on a five-point scale)

Professor Served as Mentor or Role Model in College



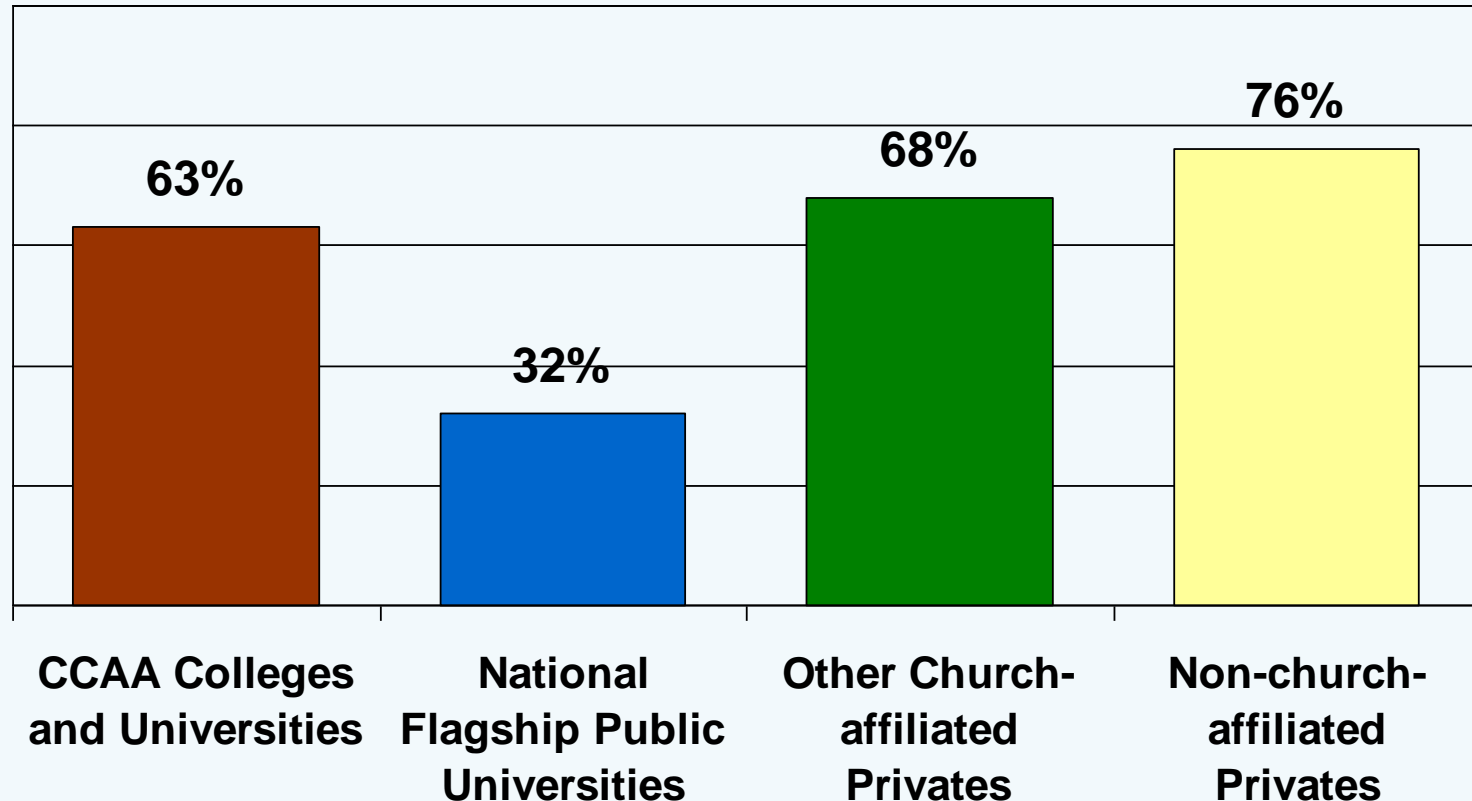
Q. 4 Who, if anyone, did you meet at your college who was a mentor or role model for you?

No One Served as Mentor or Role Model in College



Q. 4 Who, if anyone, did you meet at your college who was a mentor or role model for you?

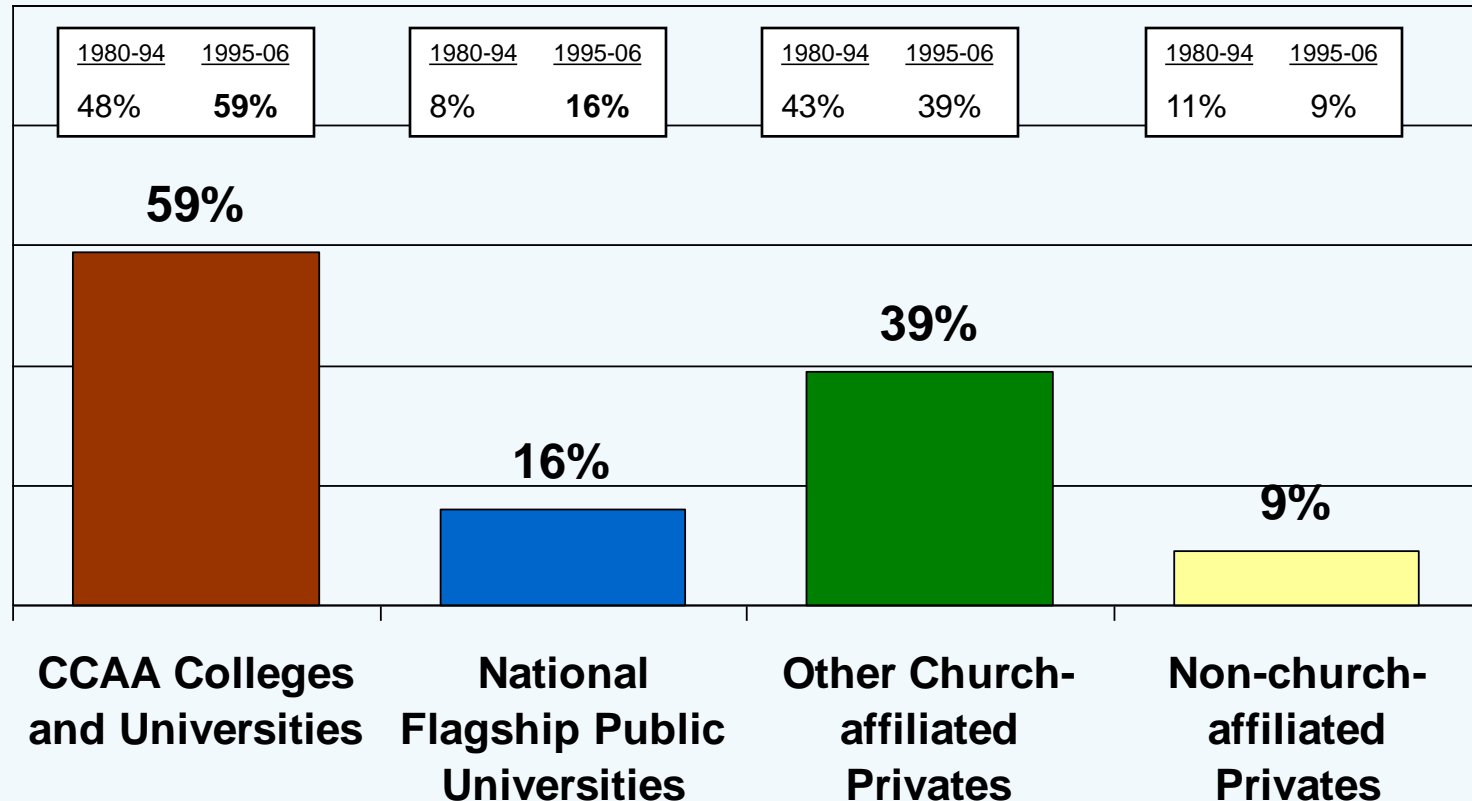
Residential Community: Lived on Campus for Most of College Years



Q.K For most of your college years, did you live...?

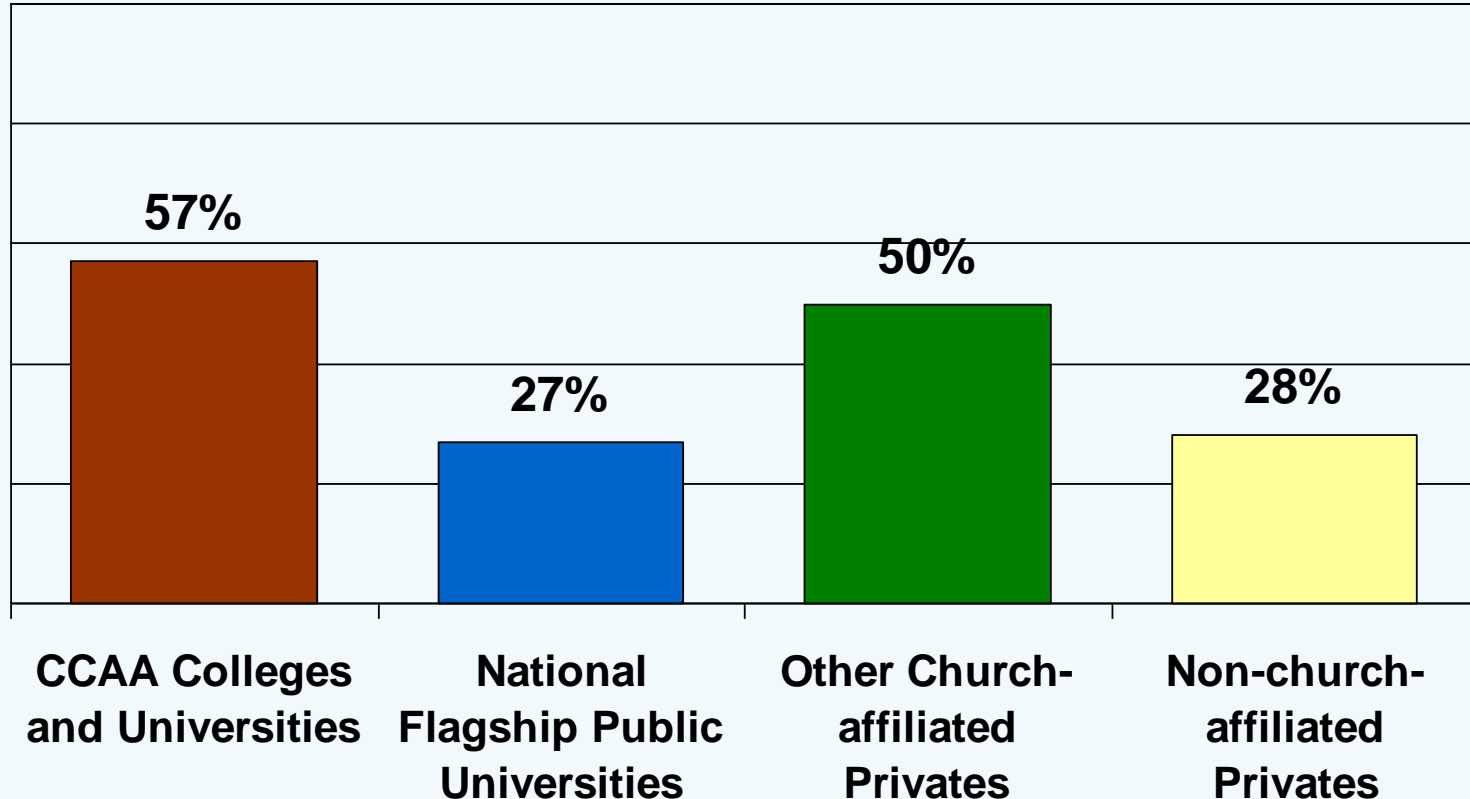
Opportunities for Spiritual Development

Benefited from Opportunities for Spiritual Development



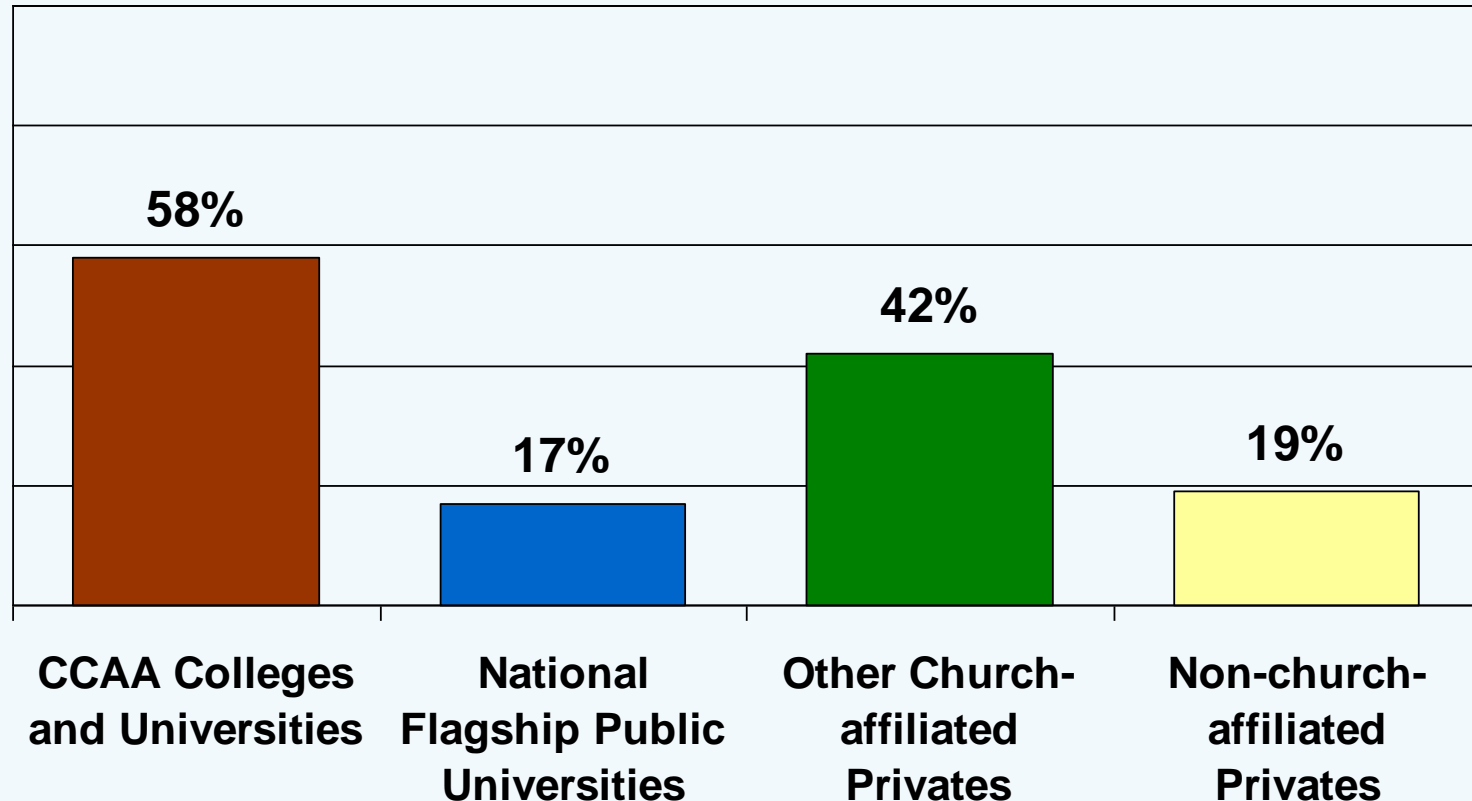
Q.1 Please tell me how much you personally benefited from your college offering . . . rating “benefited very much” (top box on a five-point scale)

Learned More About Faith During College Years



Q.12 How much do you agree or disagree with the following? (rating a 4 or 5 on a five-point scale, where 1=strongly disagree and 5=strongly agree)

College Helped Integrate Faith with Other Aspects of Life

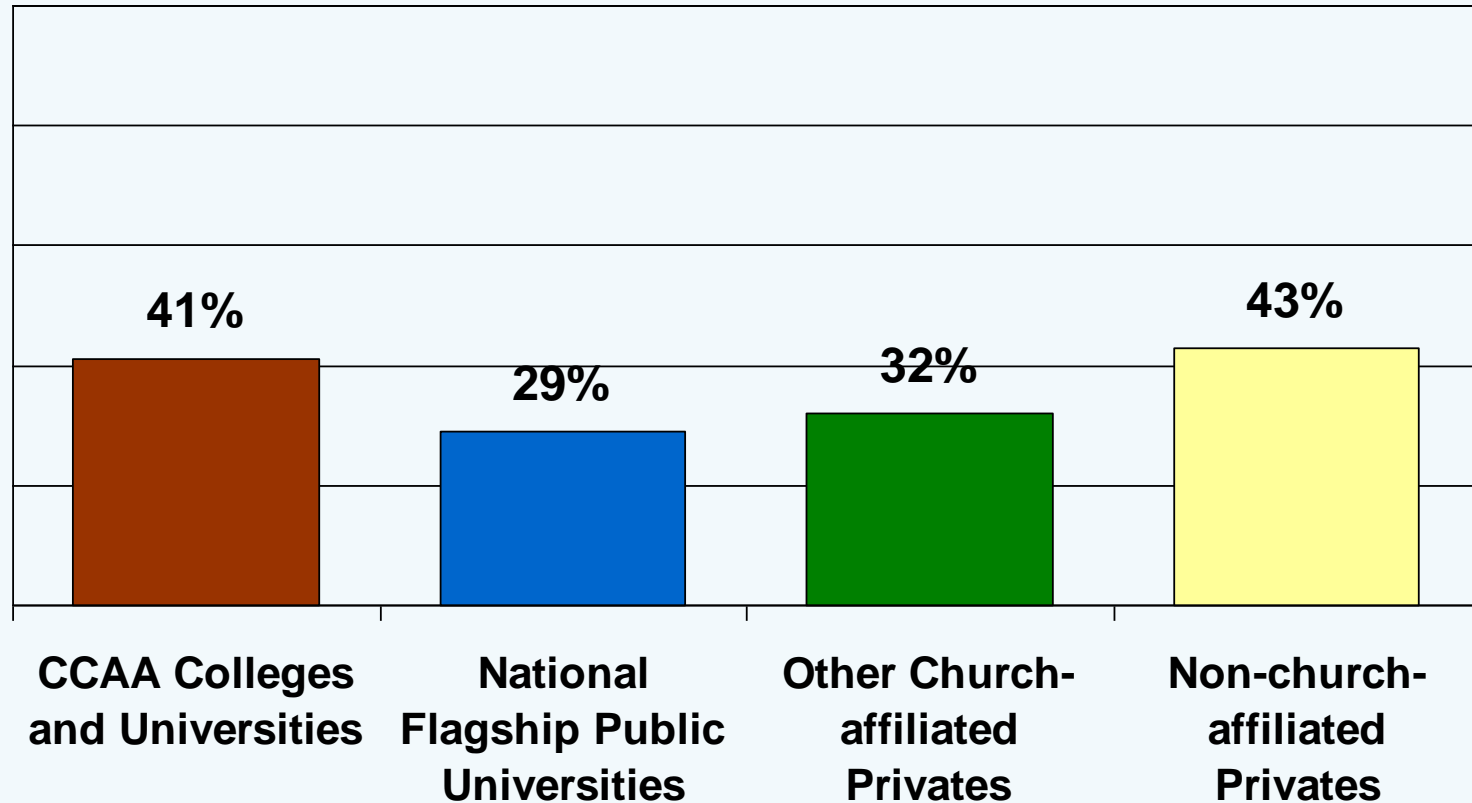


Q.12 How much do you agree or disagree with the following? (rating a 4 or 5 on a five-point scale, where 1=strongly disagree and 5=strongly agree)

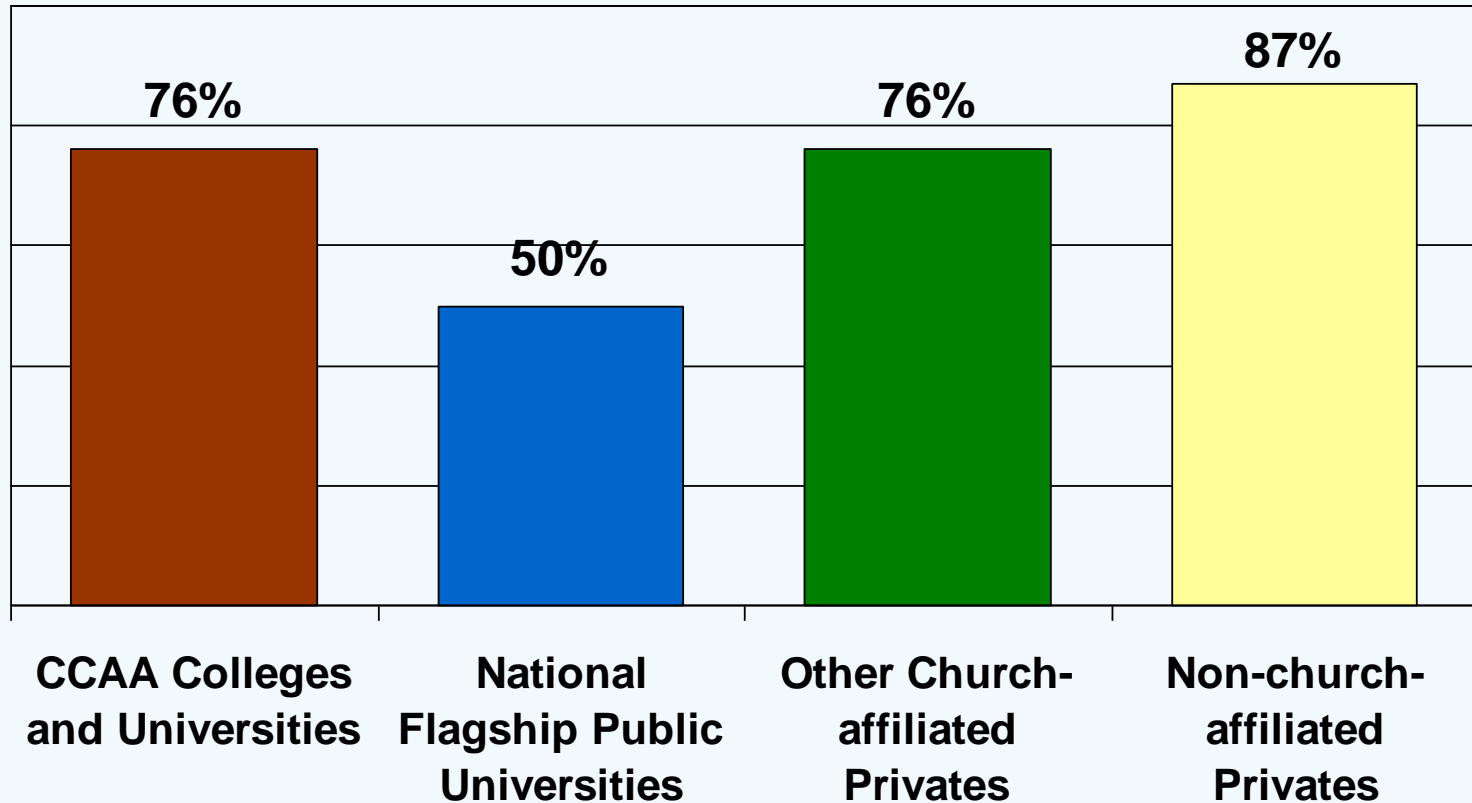
ALUMNI OUTCOMES

Preparation for Life After College

Have Graduate Degree

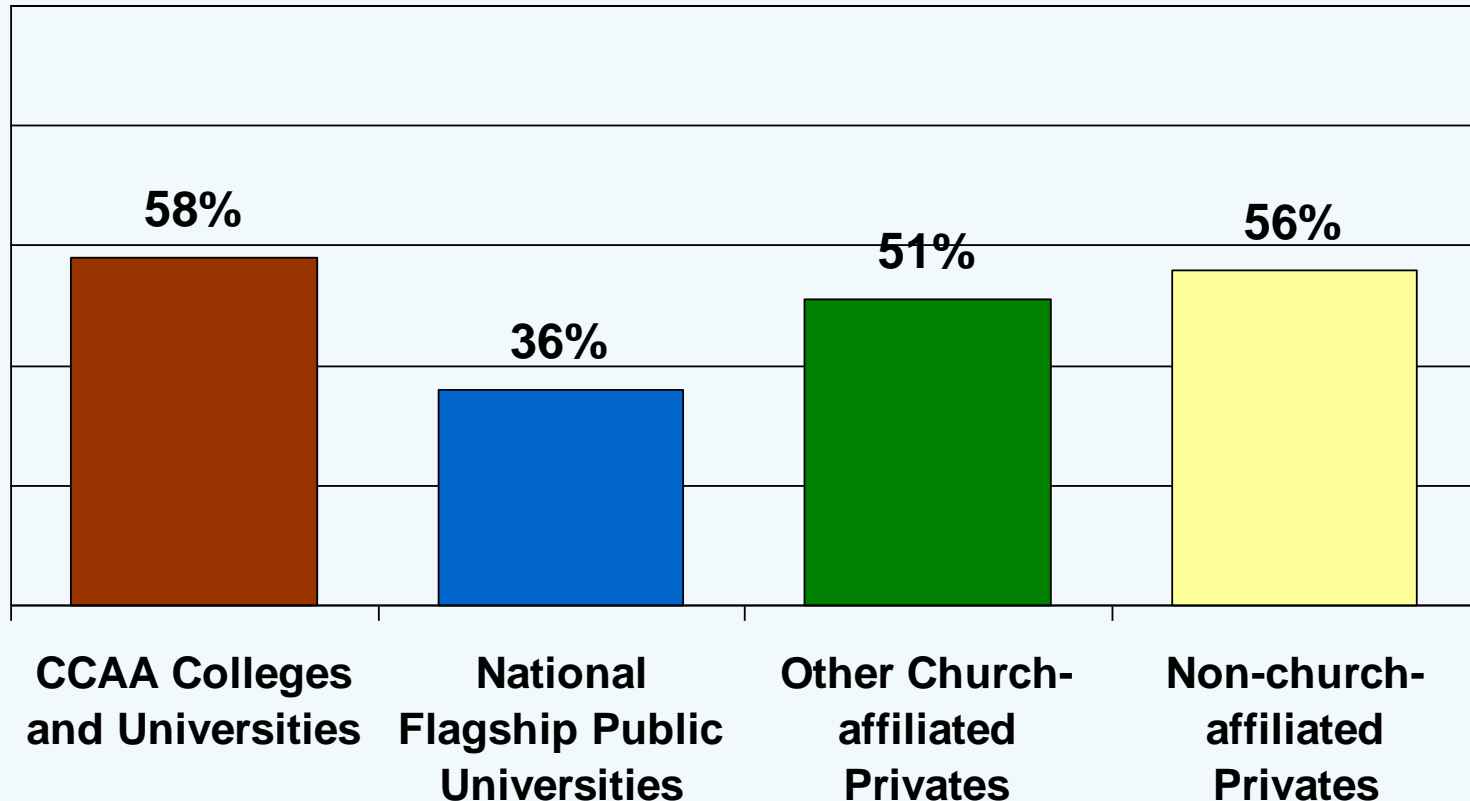


Graduated in Four Years or Less



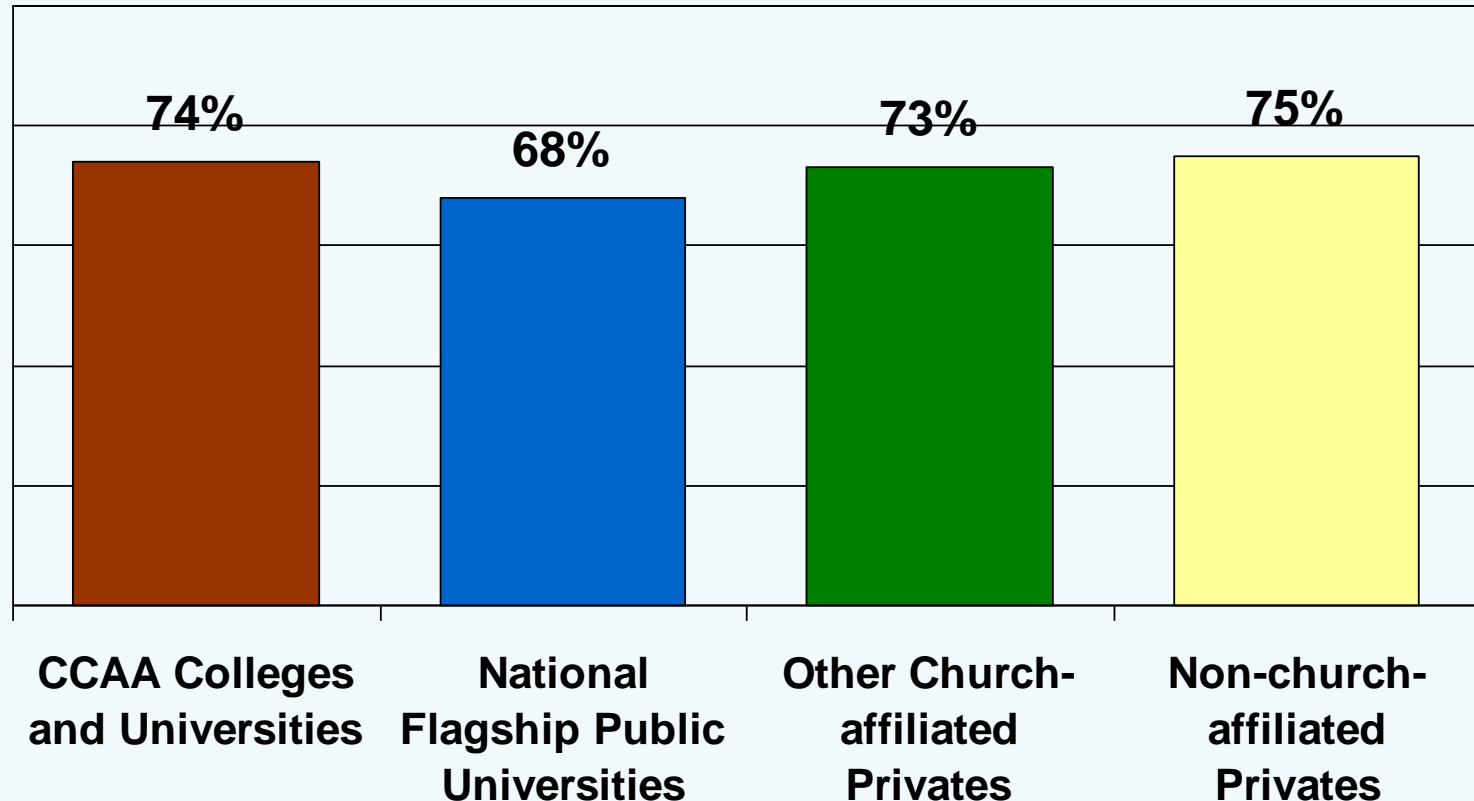
Q.18 How many years did it take for you to complete your undergraduate degree?

Consider Themselves Better Prepared than Students from Other Colleges



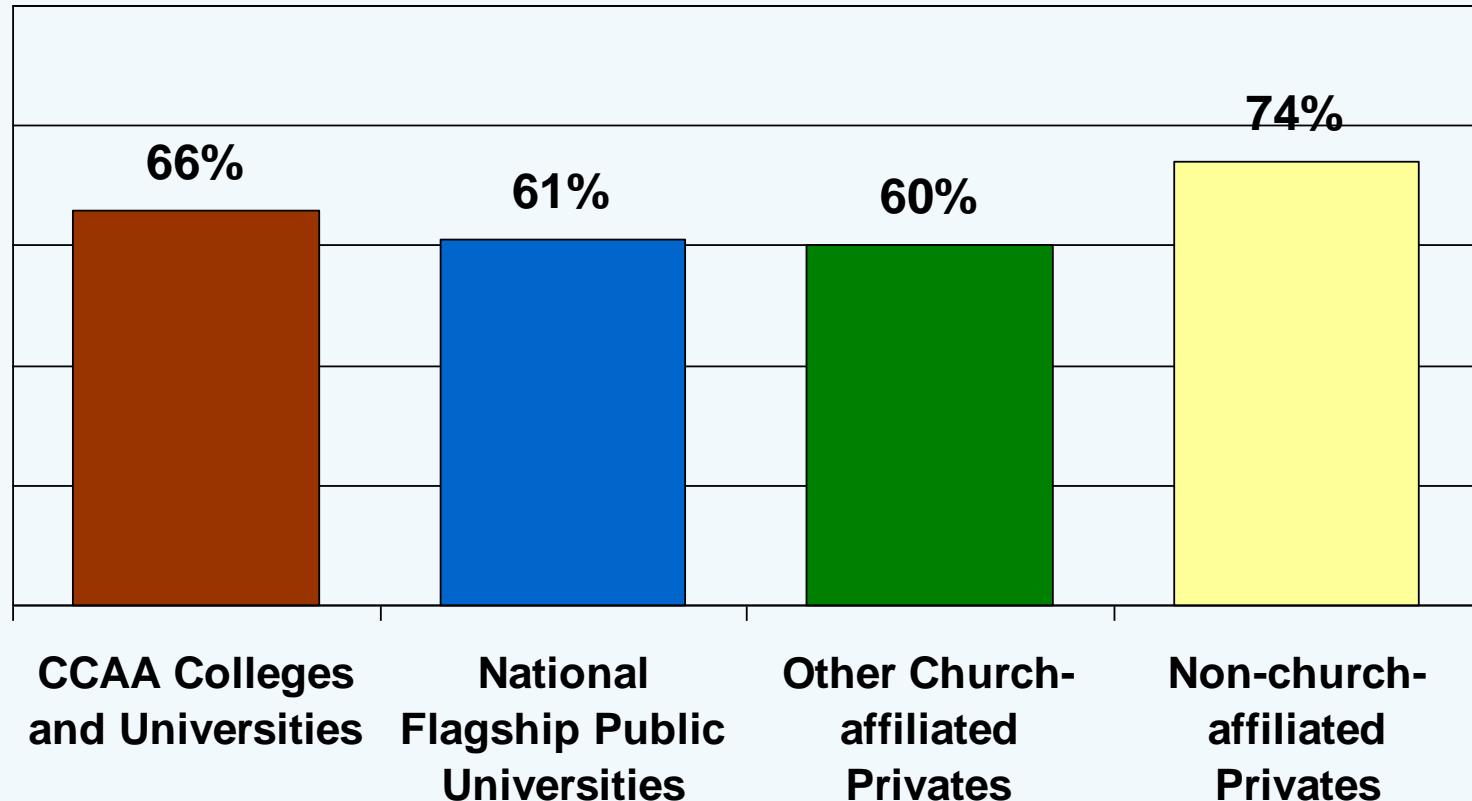
Q.9 How prepared were you for life after college, such as for graduate school or your first job, compared to students from other colleges?

Effectiveness of College in Preparing for First Job



Q.10 How effective was your college in helping you develop . . . ?
(rating 4 or 5 on a five-point scale, where 1=not at all effective and 5=extremely effective)

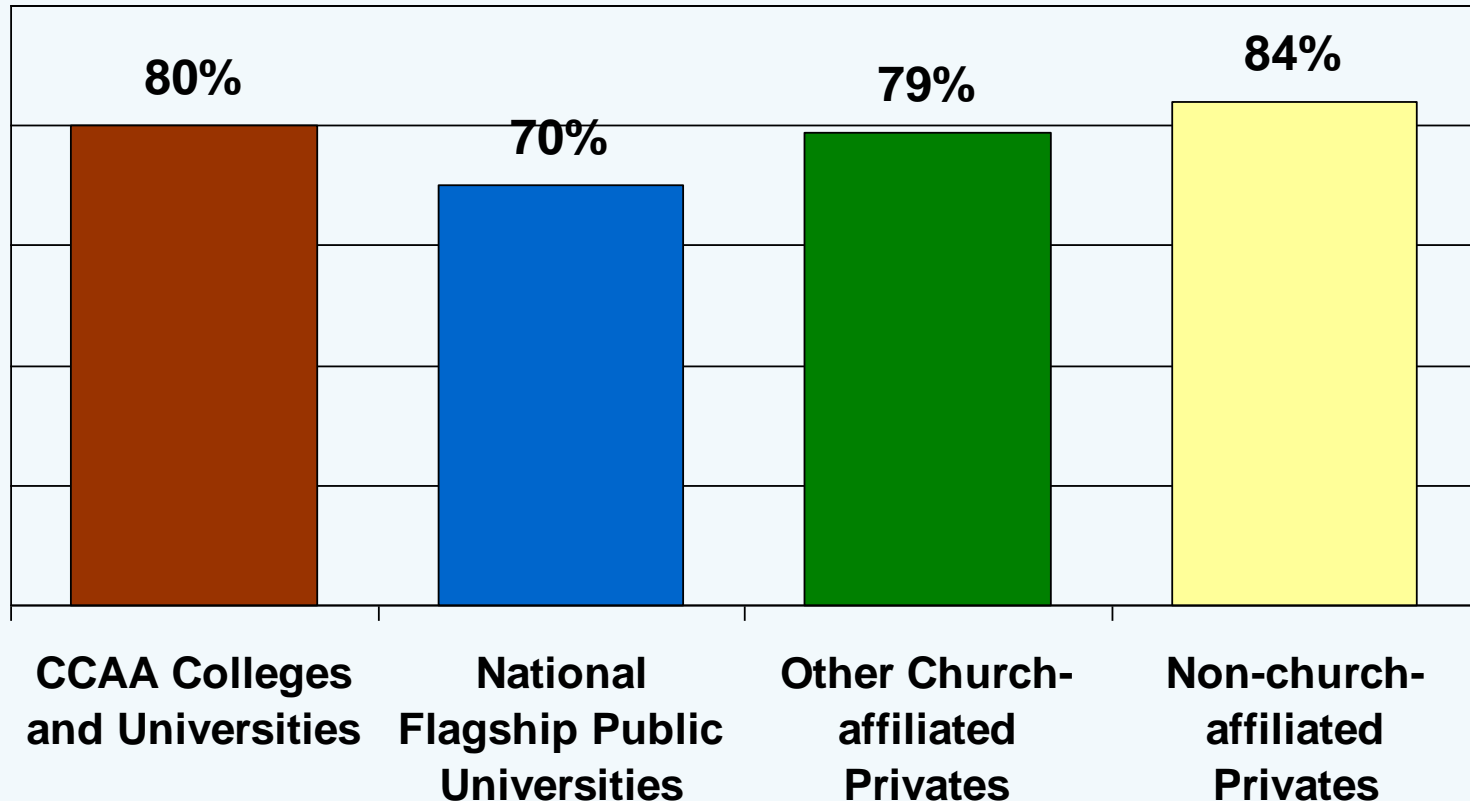
Effectiveness of College in Preparing for Career Change or Advancement



Q.10 How effective was your college in helping you develop . . . ?
(rating 4 or 5 on a five-point scale, where 1=not at all effective and 5=extremely effective)

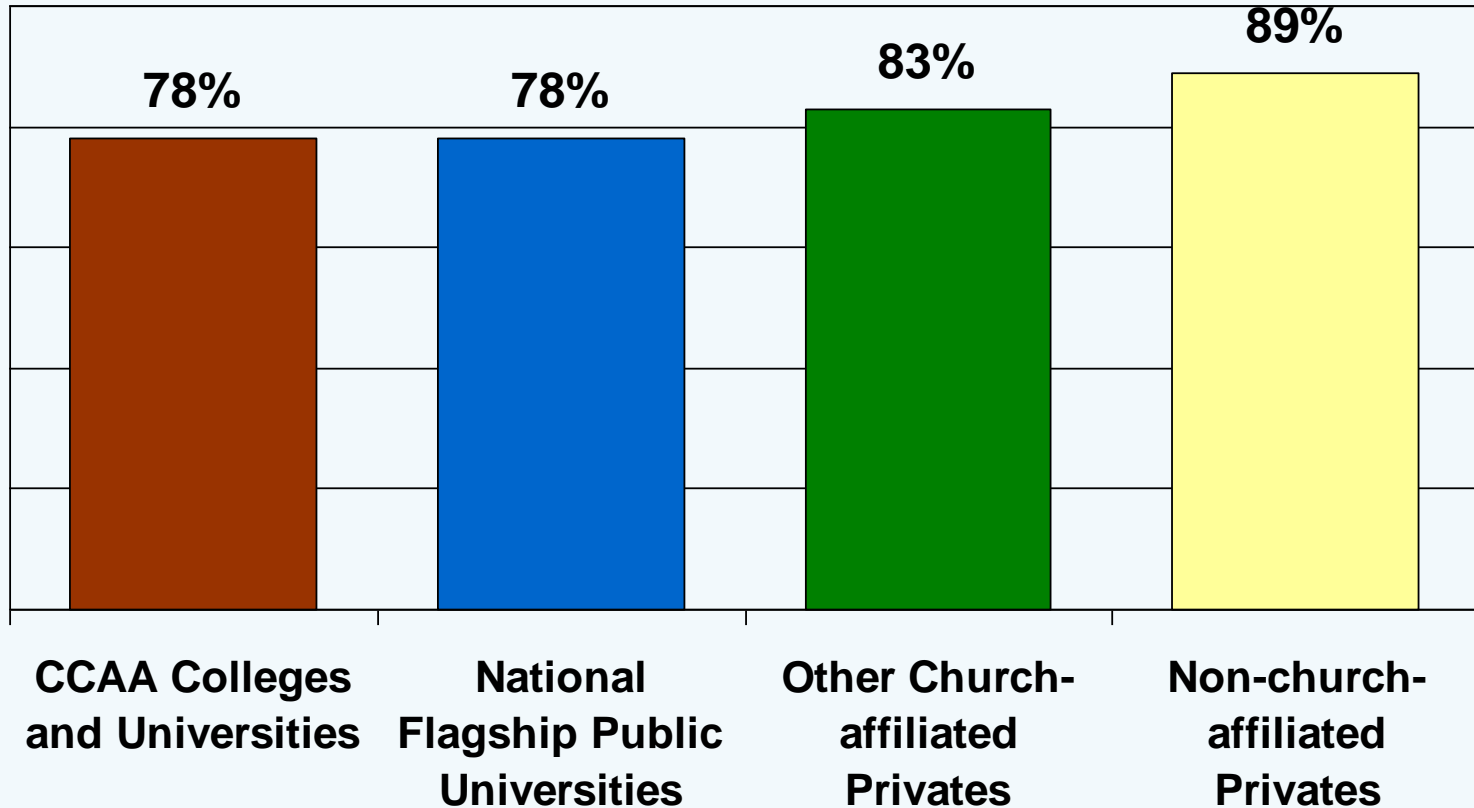
Effectiveness of College in Developing Career and Life Skills

Speaking Effectively



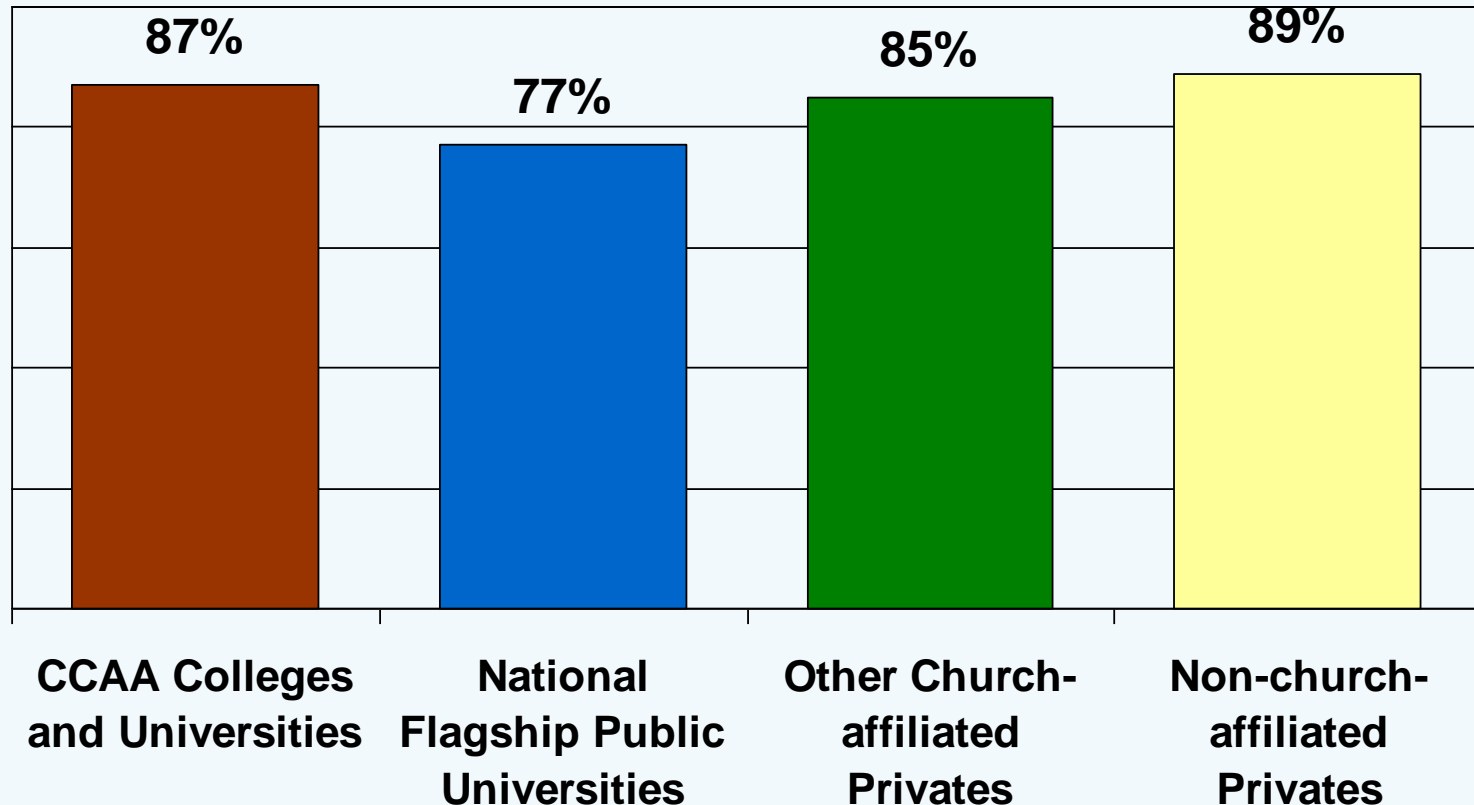
Q.10 How effective was your college in helping you develop . . . ?
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Writing Effectively



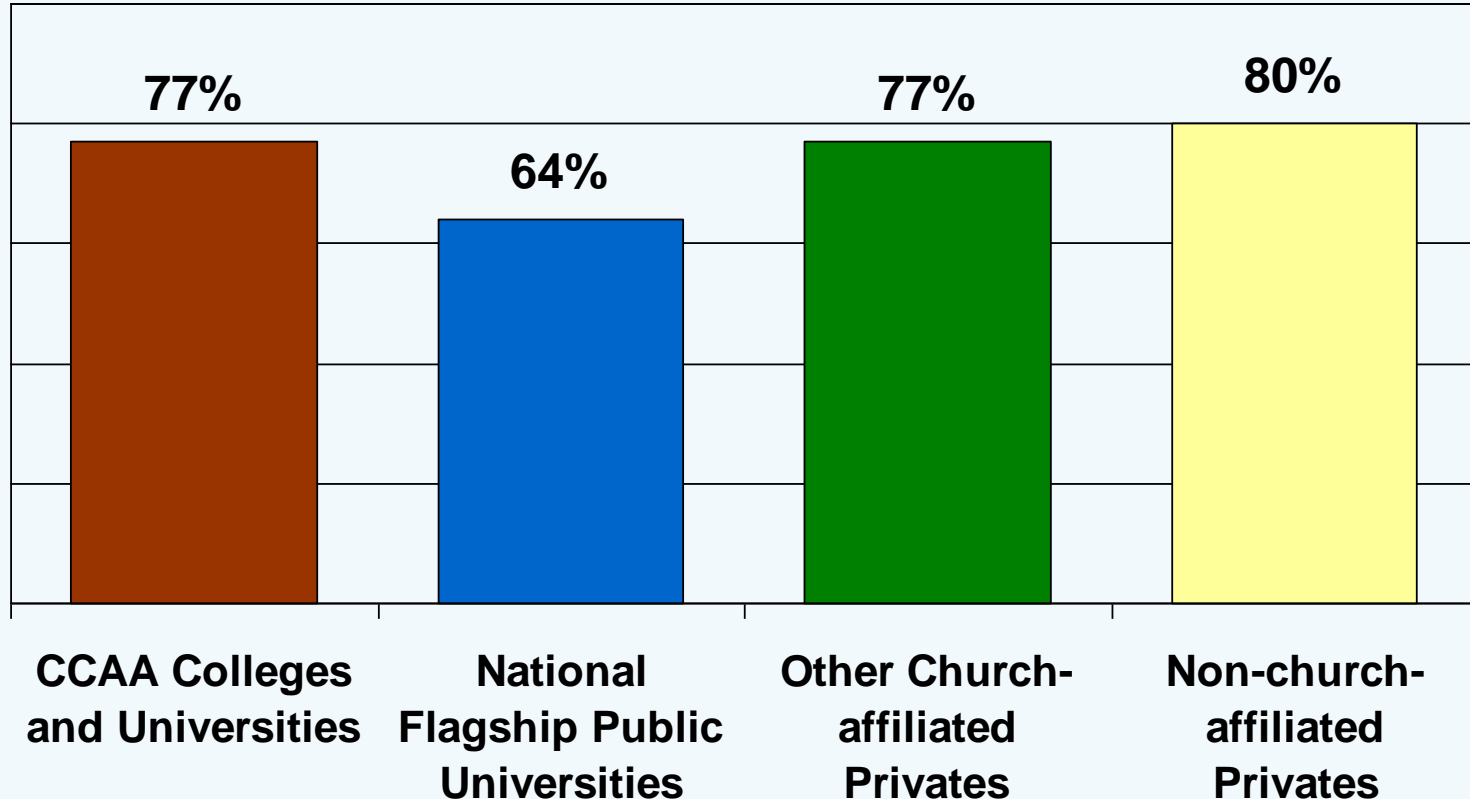
Q.10 How effective was your college in helping you develop . . . ?
(rating 4 or 5 on a five-point scale, where 1=not at all effective and 5=extremely effective)

Solving Problems and Making Effective Decisions



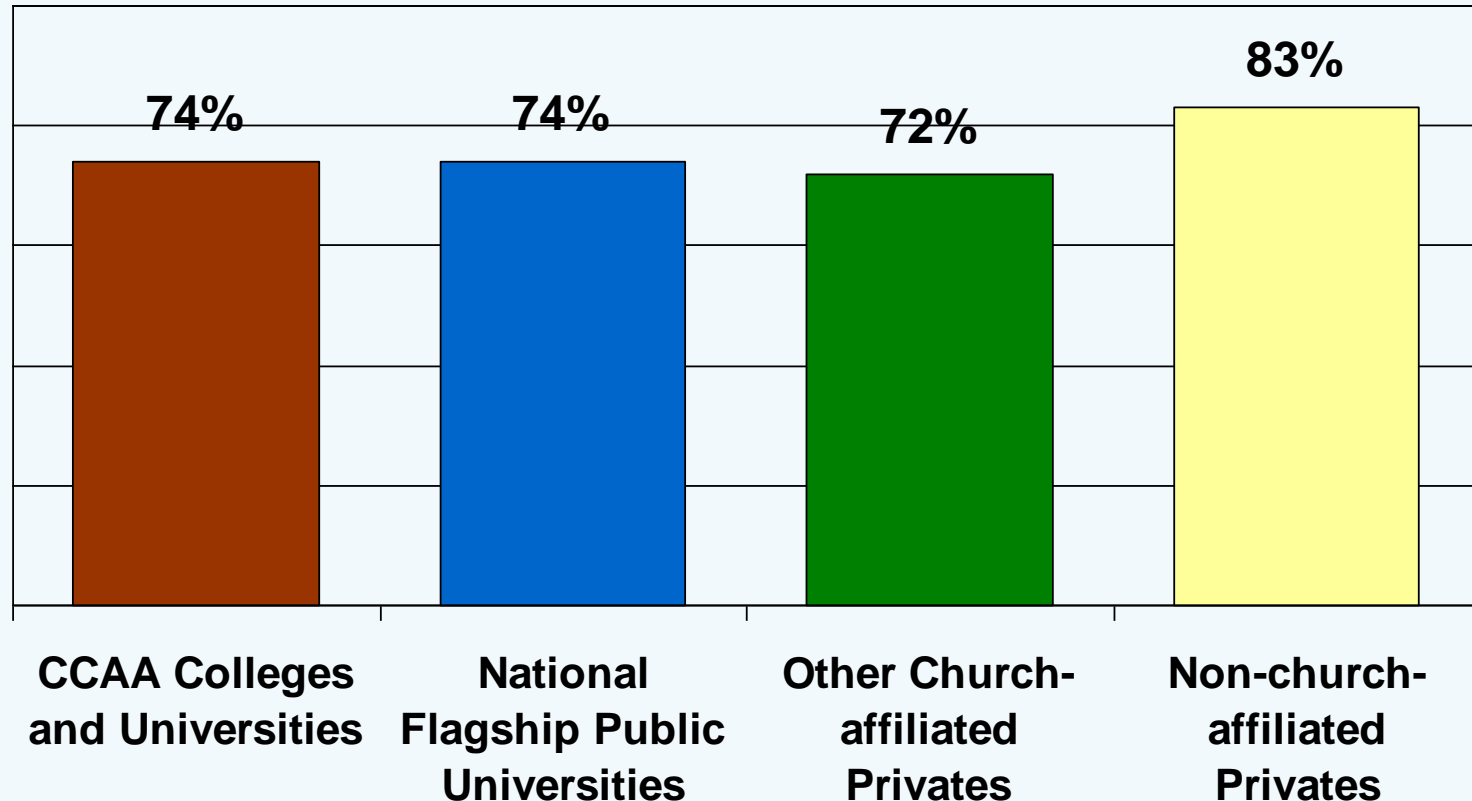
Q.10 How effective was your college in helping you develop . . . ?
(rating 4 or 5 on a five-point scale, where 1=not at all effective and 5=extremely effective)

Leadership



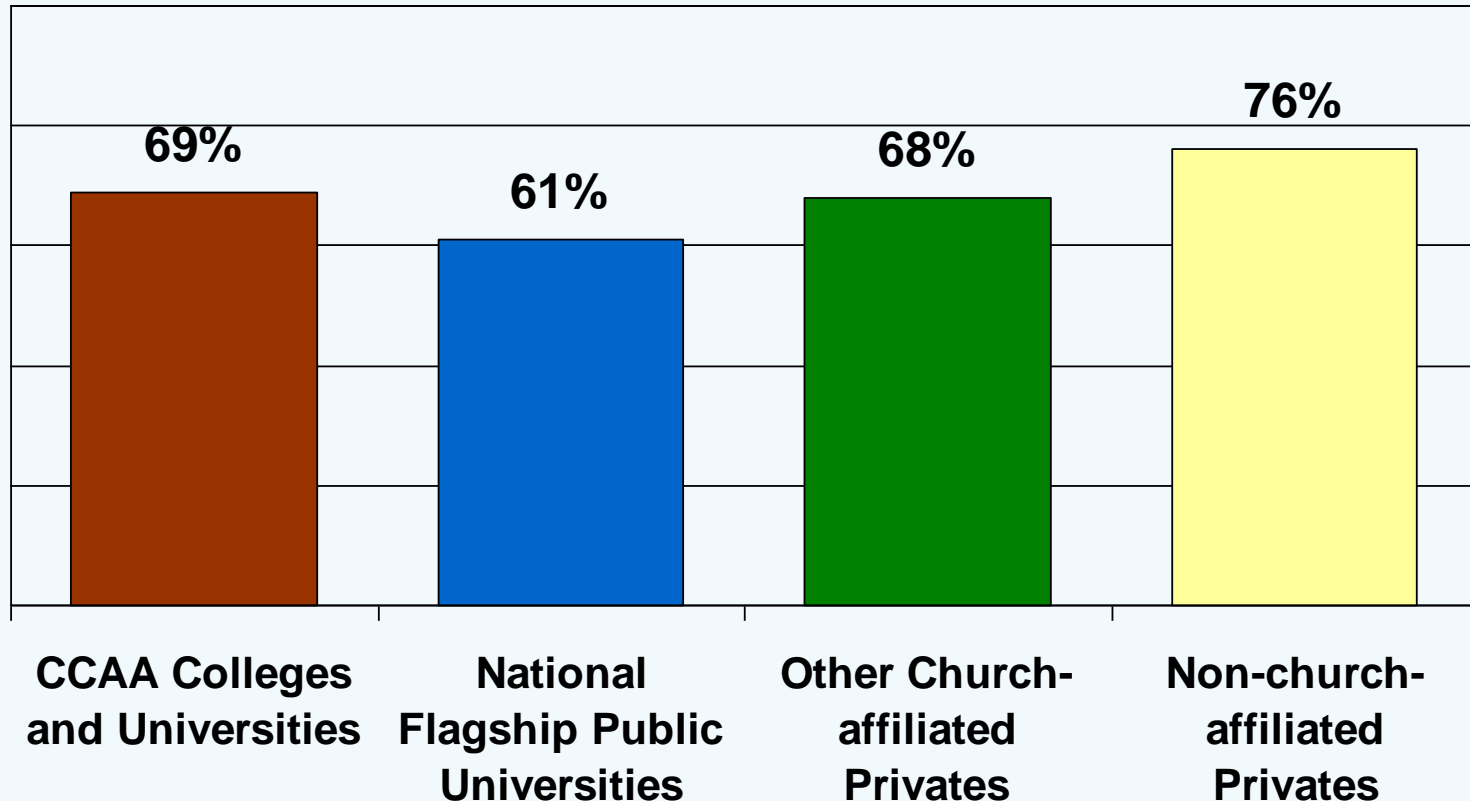
Q.10 How effective was your college in helping you develop . . . ?
(rating 4 or 5 on a five-point scale, where 1=not at all effective and 5=extremely effective)

Relating to People of Different Backgrounds



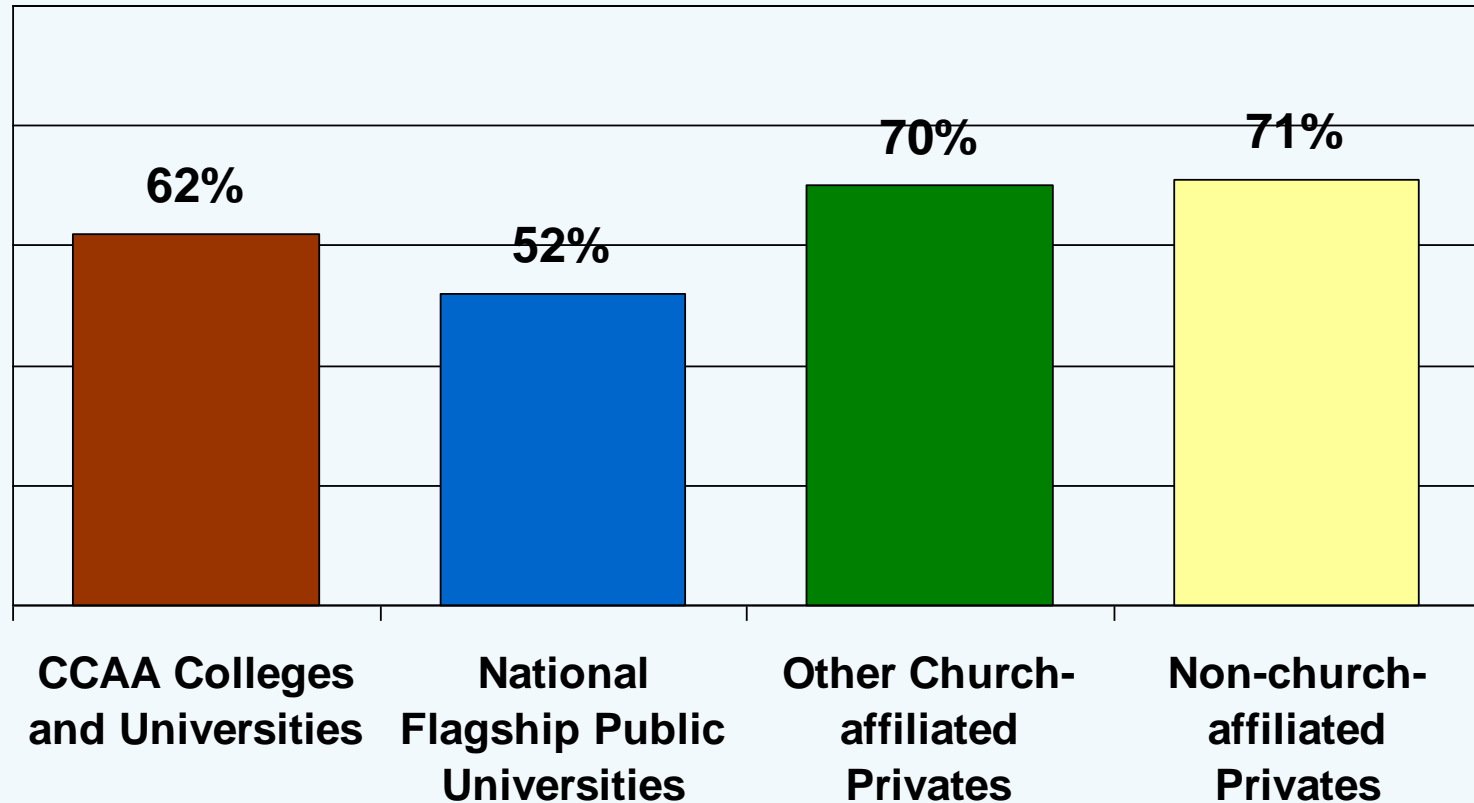
Q.10 How effective was your college in helping you develop . . . ?
(rating 4 or 5 on a five-point scale, where 1=not at all effective and 5=extremely effective)

Being Politically or Socially Aware



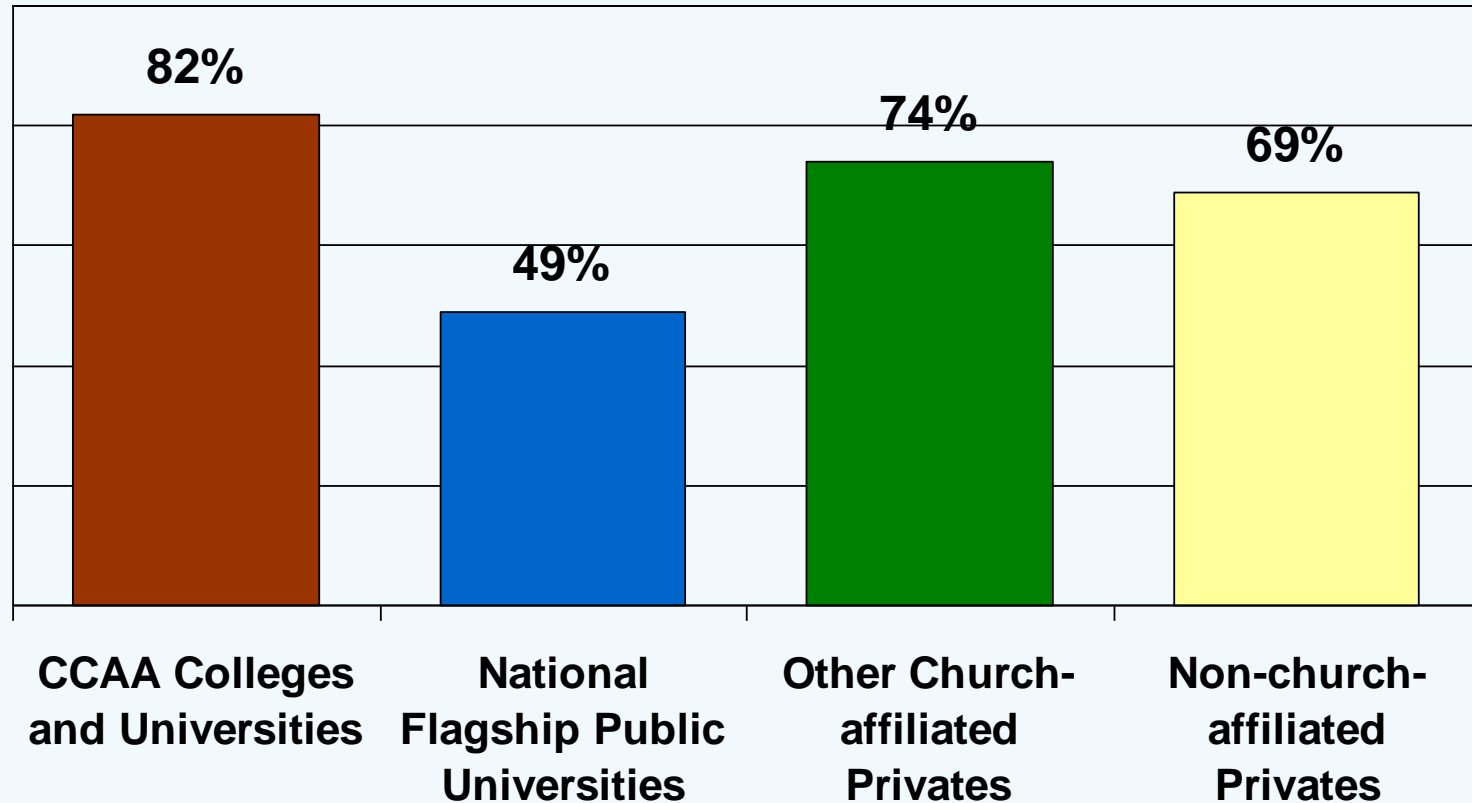
Q.10 How effective was your college in helping you develop . . . ?
(rating 4 or 5 on a five-point scale, where 1=not at all effective and 5=extremely effective)

Fine Arts Appreciation



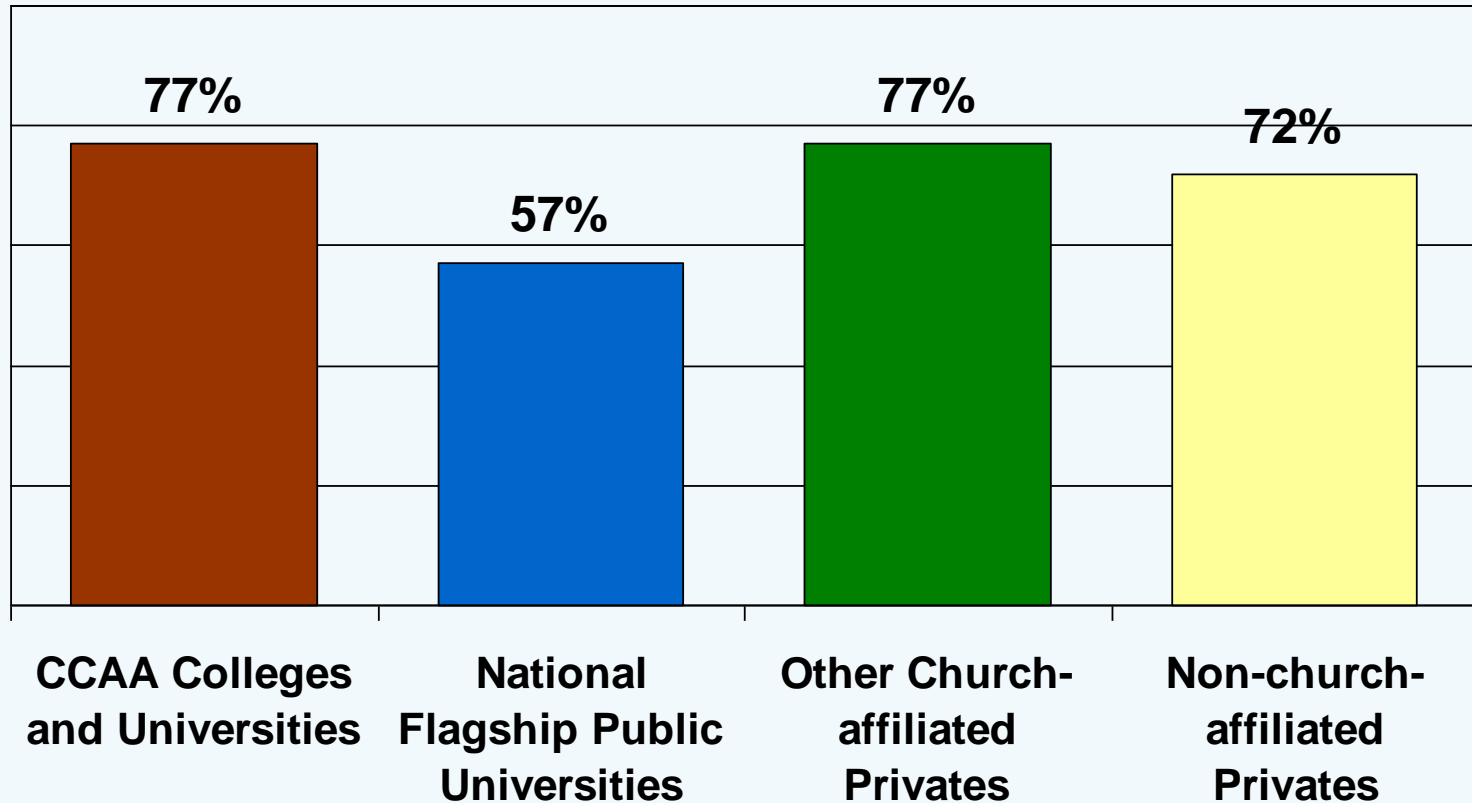
Q.10 How effective was your college in helping you develop . . . ?
(rating 4 or 5 on a five-point scale, where 1=not at all effective and 5=extremely effective)

Developing Moral Principles that Can Guide Actions



Q.10 How effective was your college in helping you develop . . . ?
(rating 4 or 5 on a five-point scale, where 1=not at all effective and 5=extremely effective)

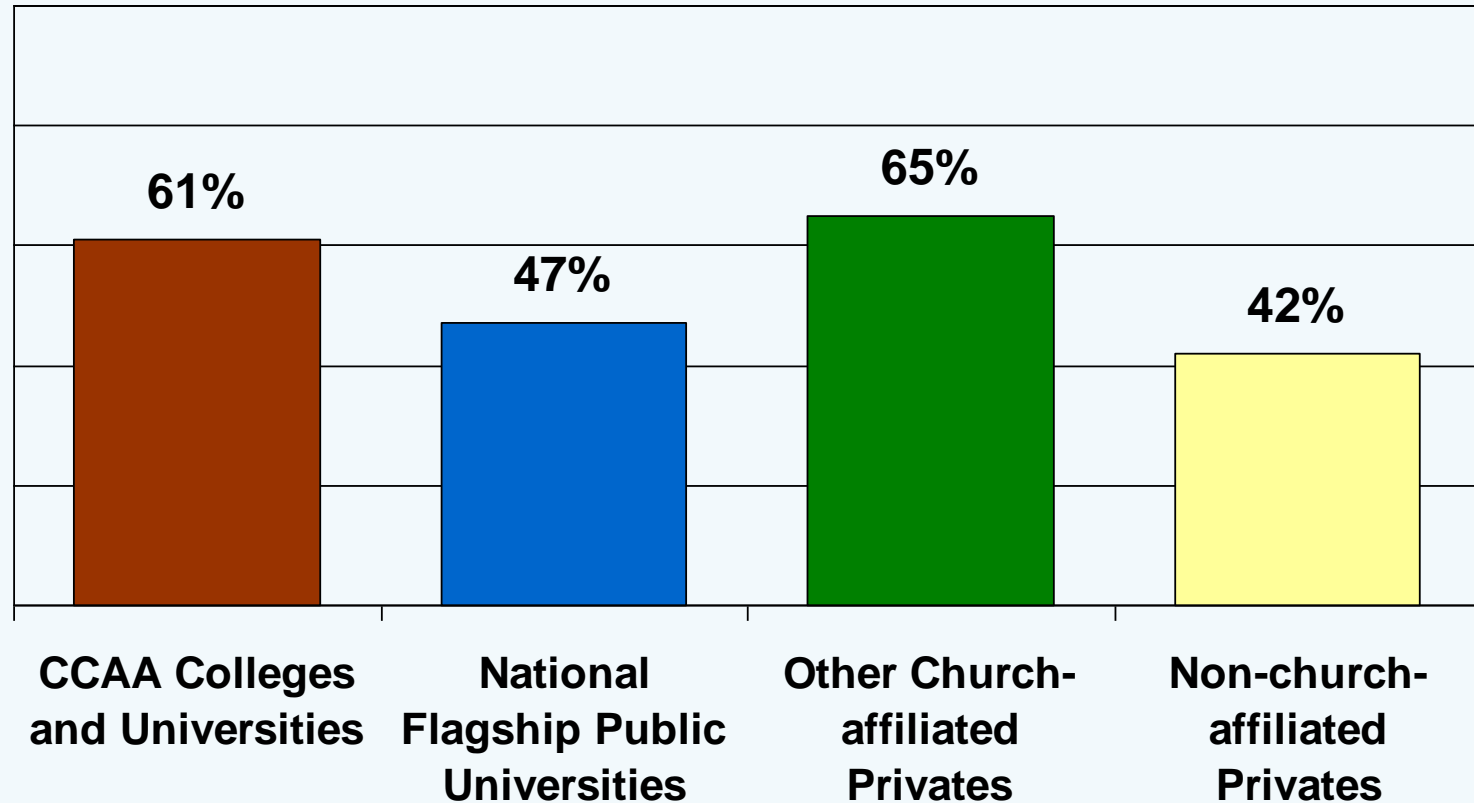
Sense of Purpose in Life



Q.10 How effective was your college in helping you develop . . . ?
(rating 4 or 5 on a five-point scale, where 1=not at all effective and 5=extremely effective)

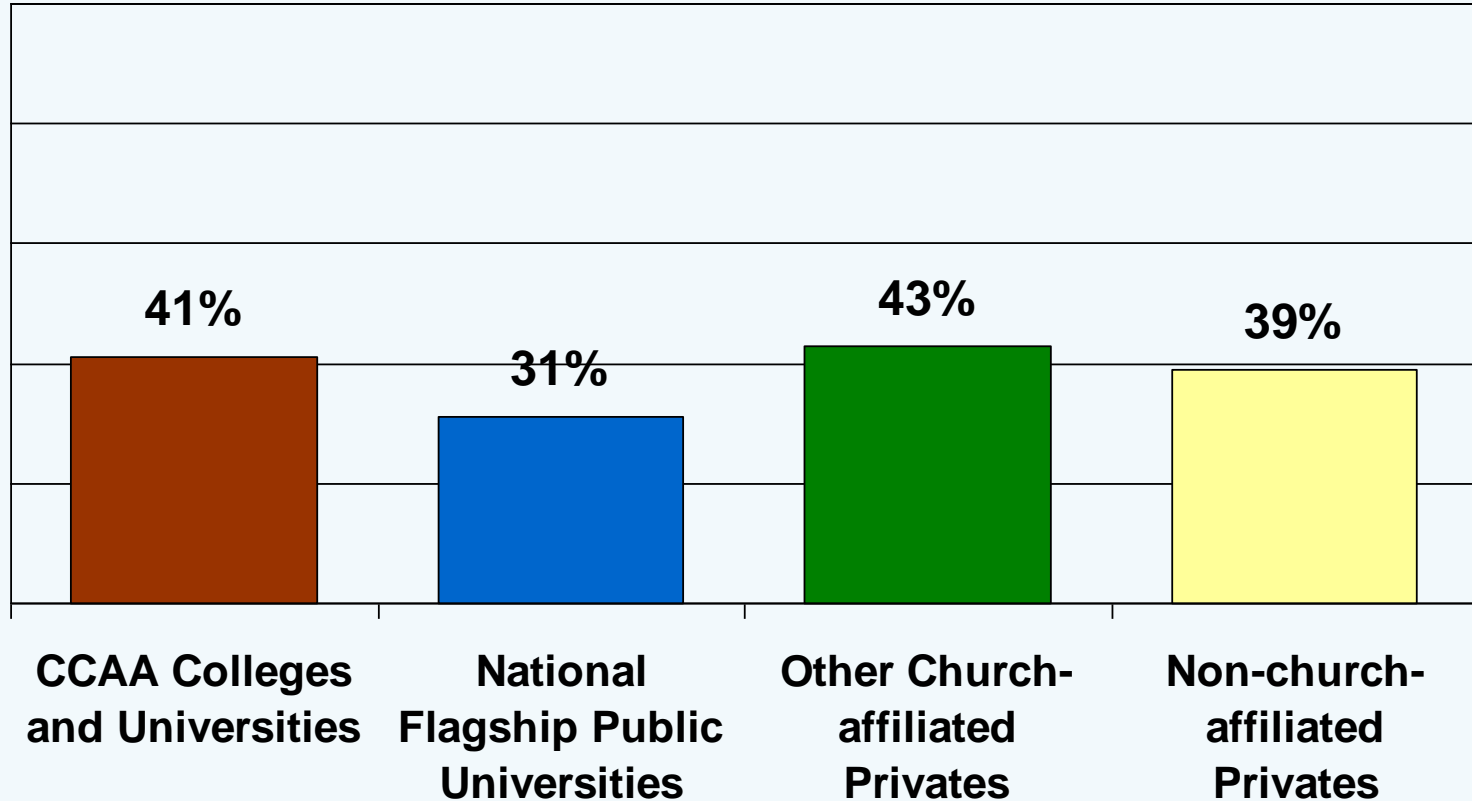
Community Involvement

Involvement with Church or Religious Organizations



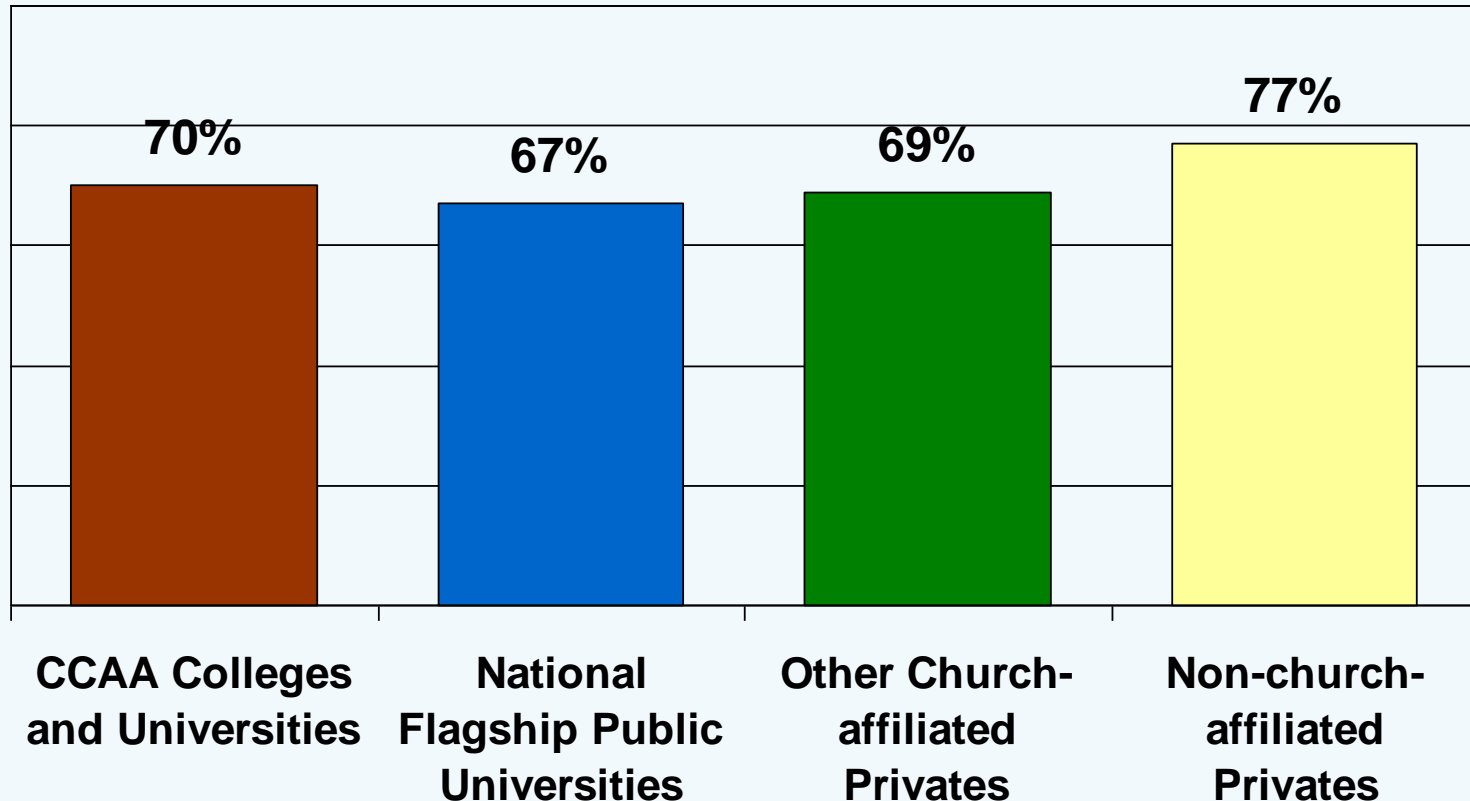
Q.20 In the past five years, have you been involved in volunteer activity with the following . . . ?

Involvement with Elementary or Secondary School



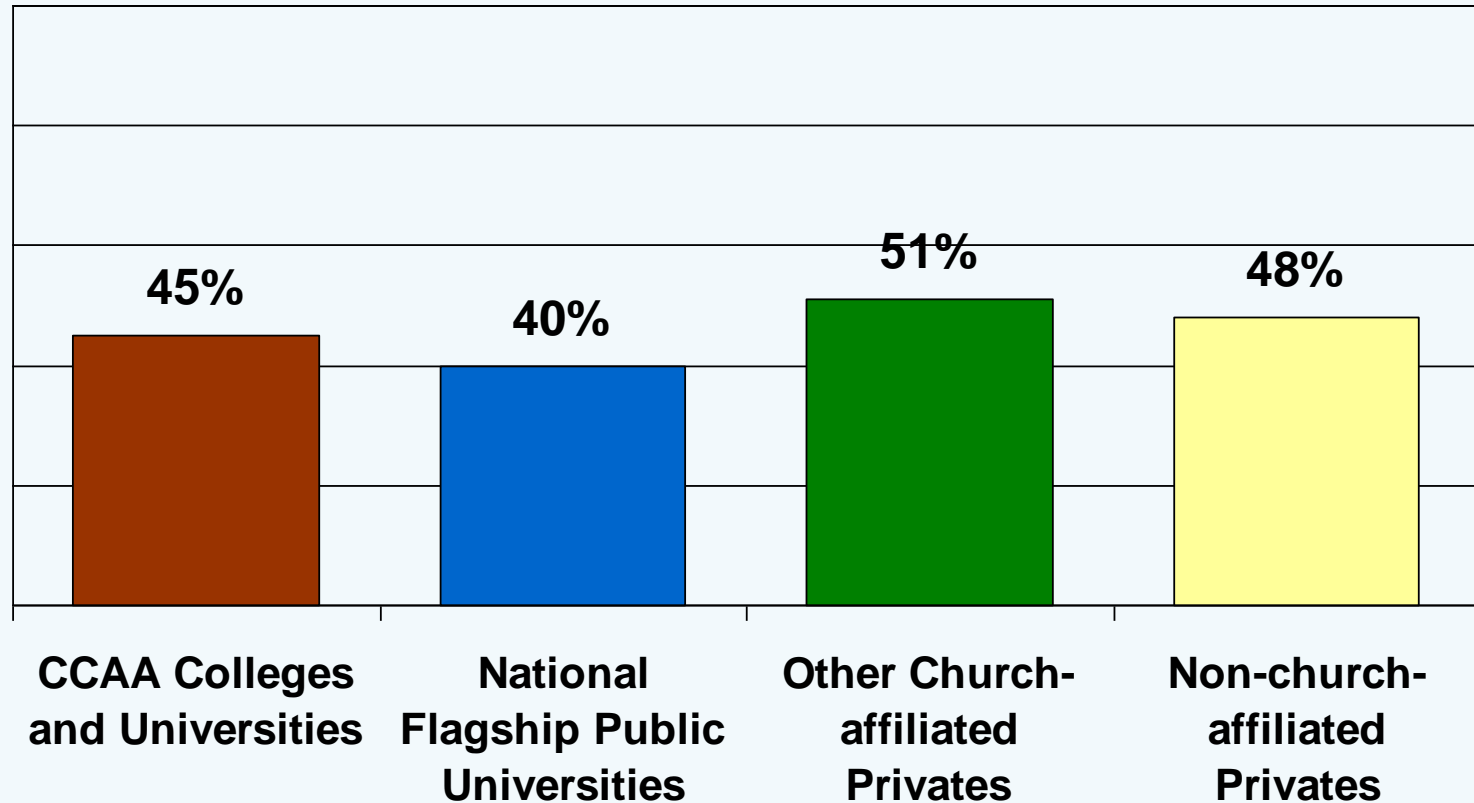
Q.20 In the past five years, have you been involved in volunteer activity with the following . . . ?

Involvement with Foundations and Non-Profit Organizations



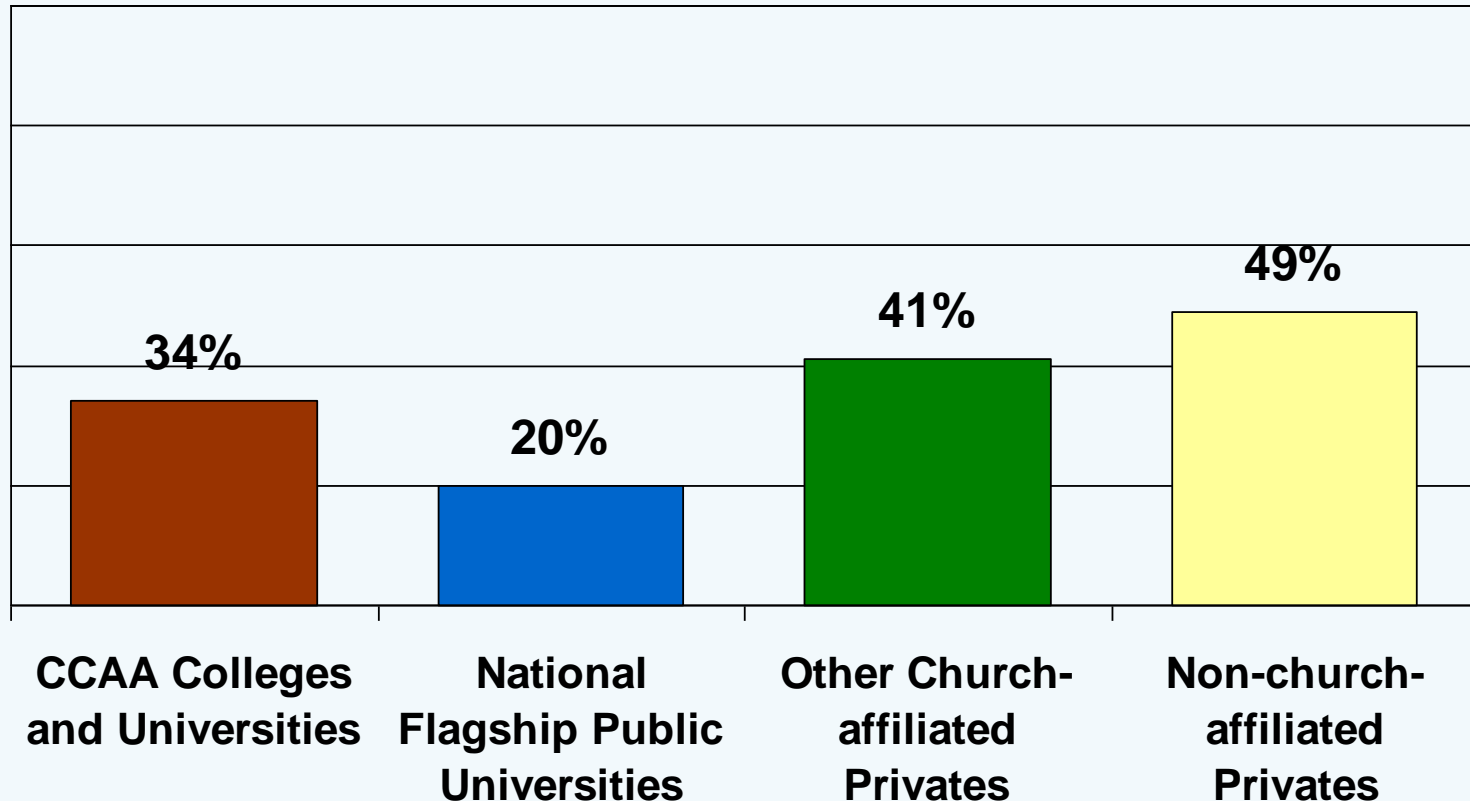
Q.20 In the past five years, have you been involved in volunteer activity with the following . . . ?

Involvement with Community Service



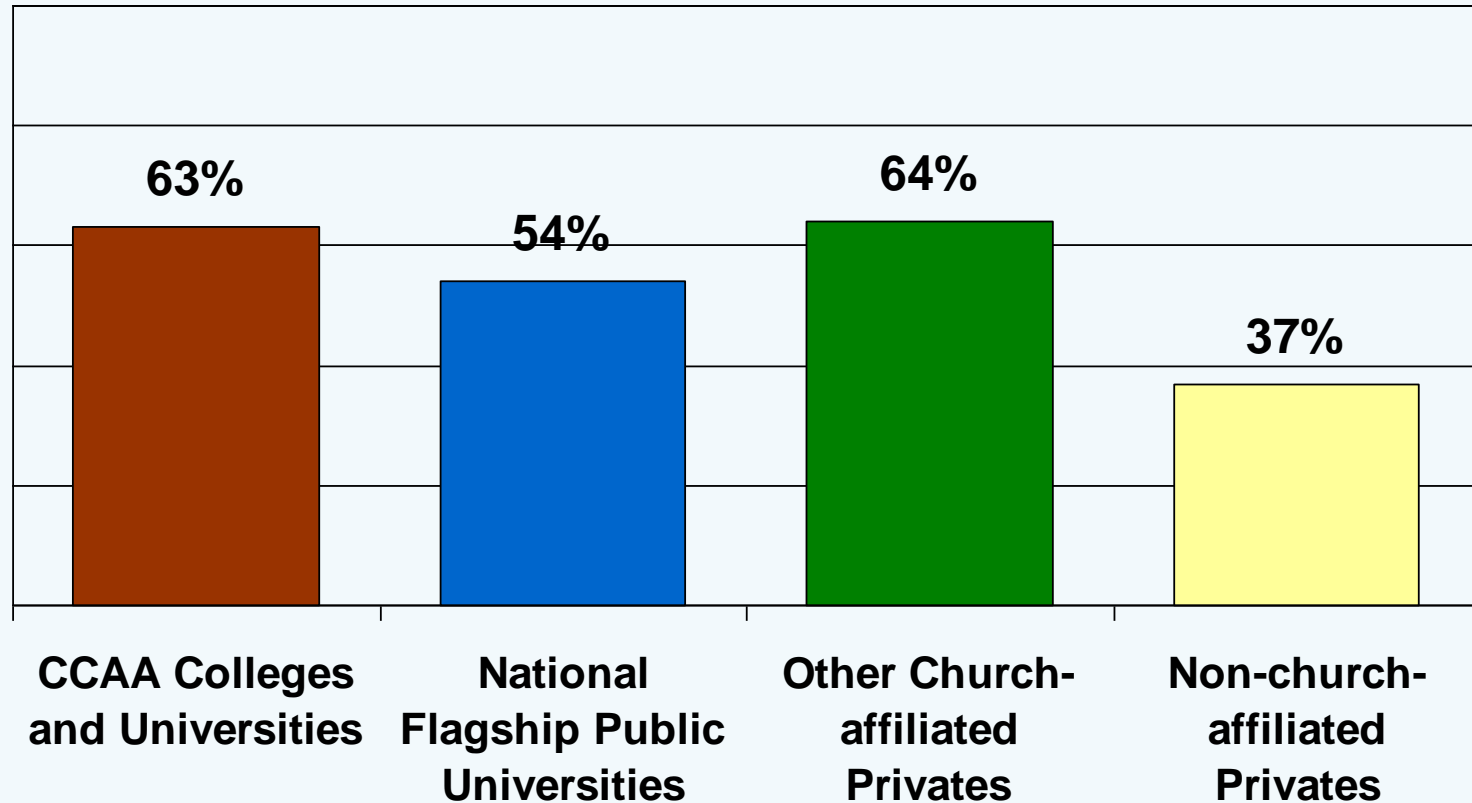
Q.20 In the past five years, have you been involved in volunteer activity with the following . . . ?

Involvement with Their Undergraduate College or University



Q.20 In the past five years, have you been involved in volunteer activity with the following . . . ?

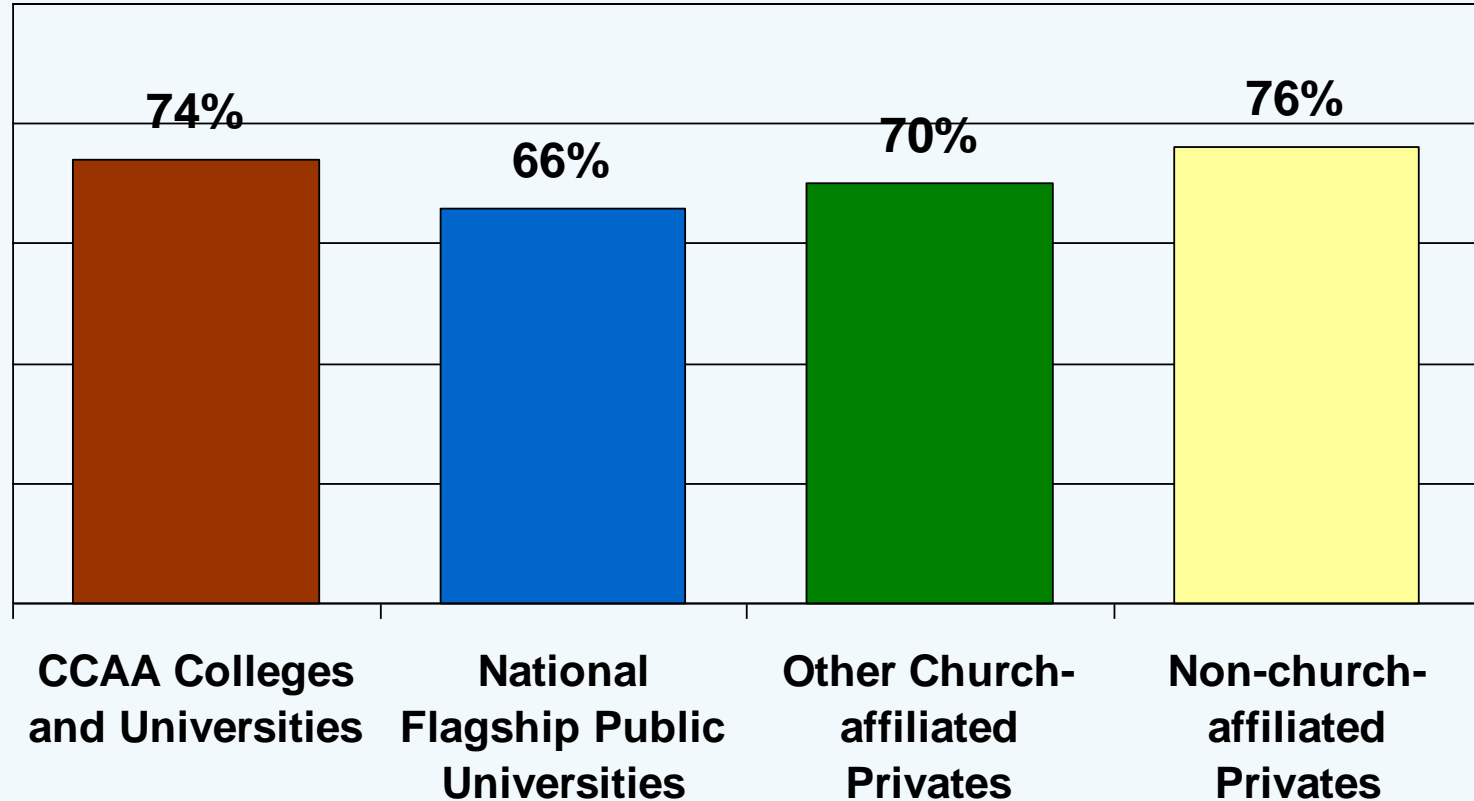
Currently Member of an Organized Church



Q.21 Are you currently a member of an organized church?

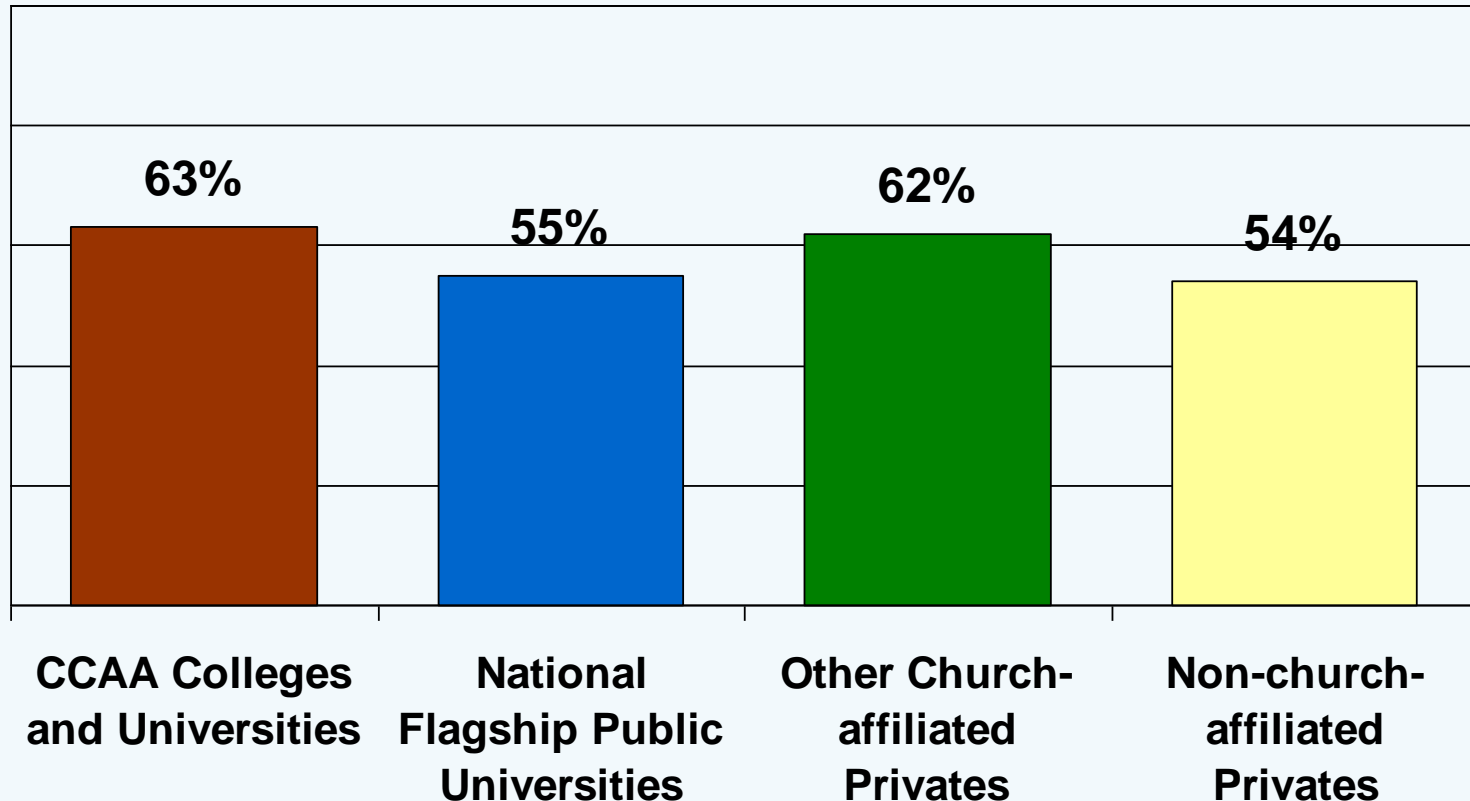
Strong Personal Values

It is Extremely Important to Use Your Best Skills and Abilities



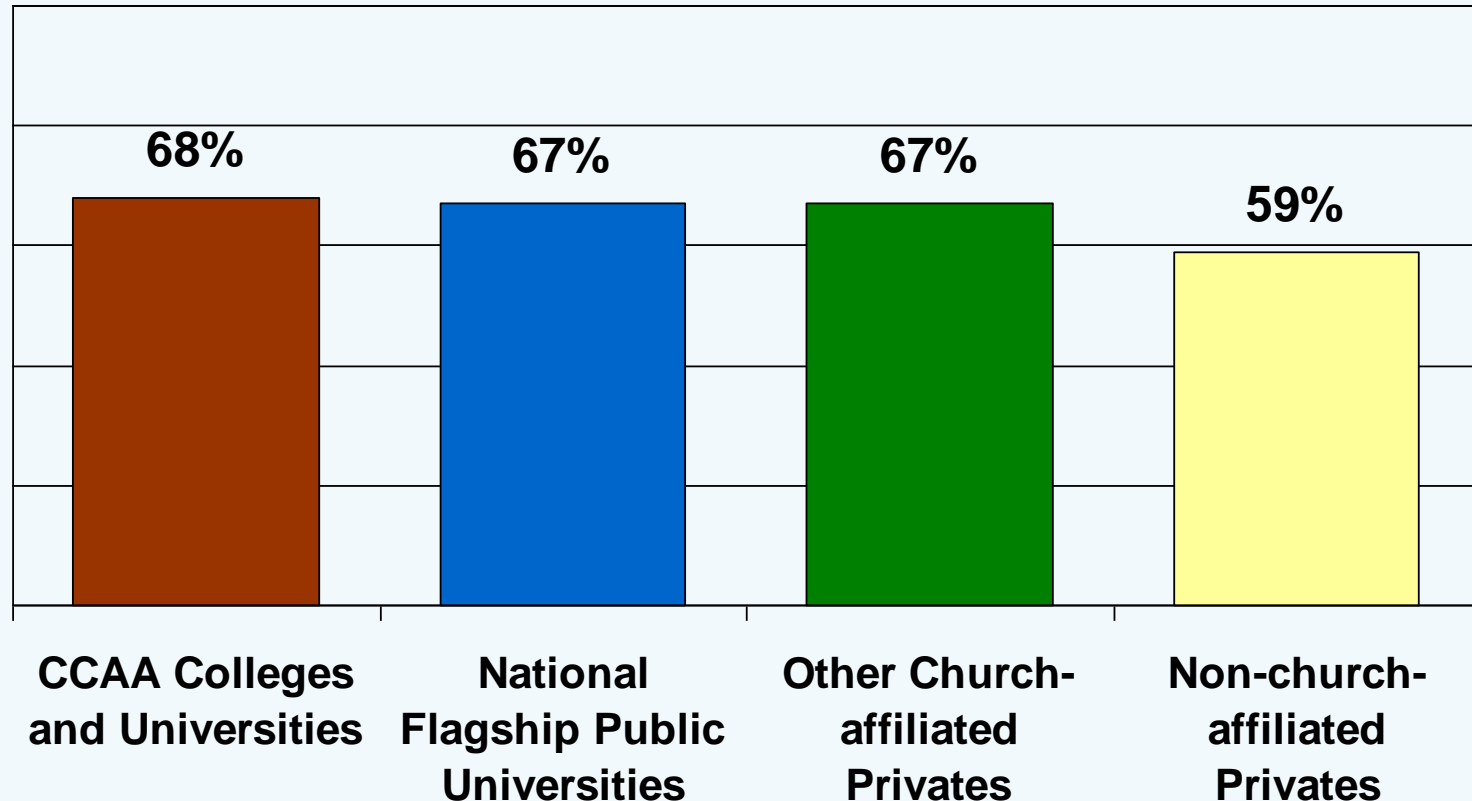
Q.19 How important is it to you to . . . ? (rating a 5 on a five-point scale, where 1=not at all important and 5=extremely important)

It is Extremely Important to Be Free to Consider the Moral and Ethical Side of Decisions



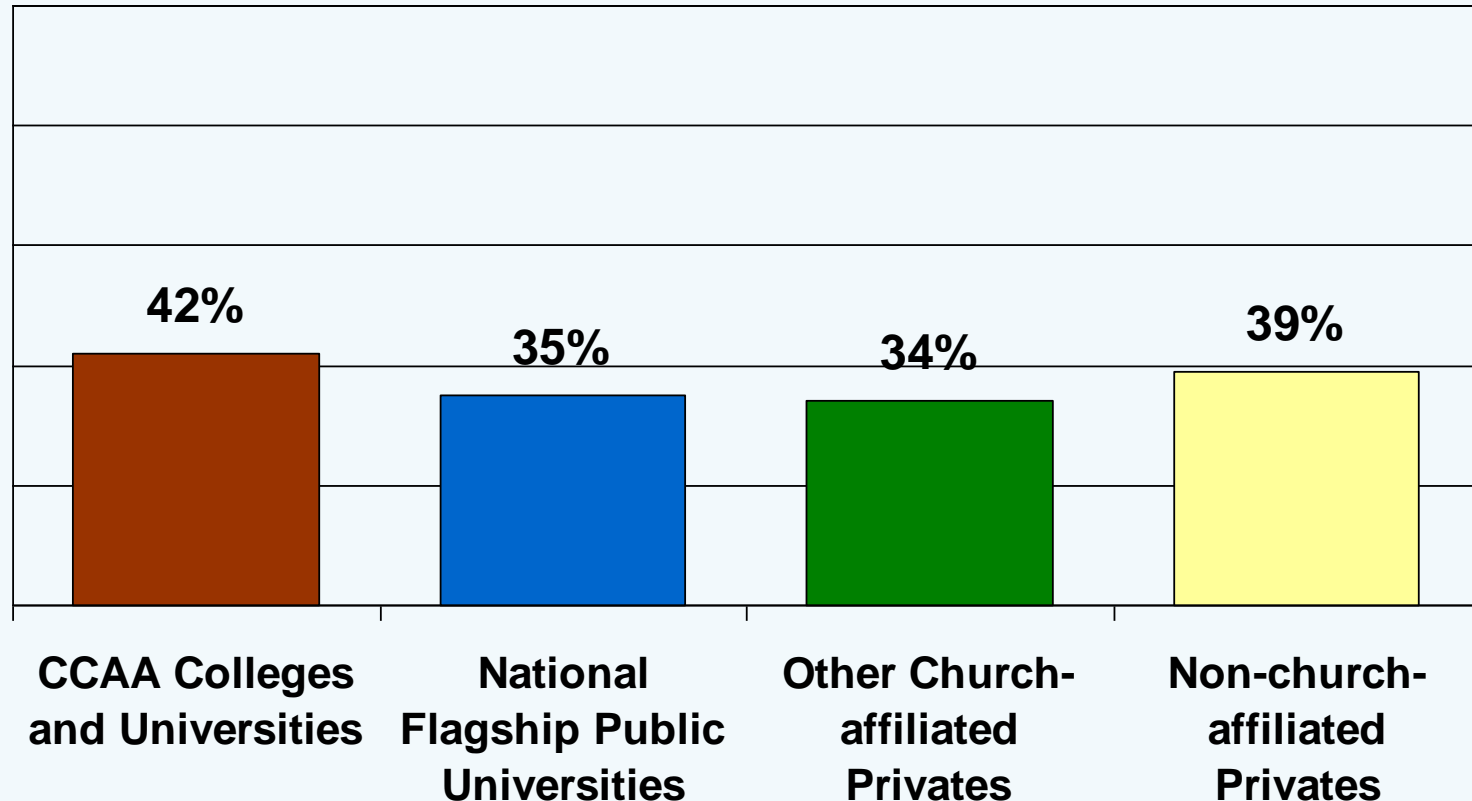
Q.19 How important is it to you to . . . ? (rating a 5 on a five-point scale, where 1=not at all important and 5=extremely important)

It is Extremely Important to Raise a Family



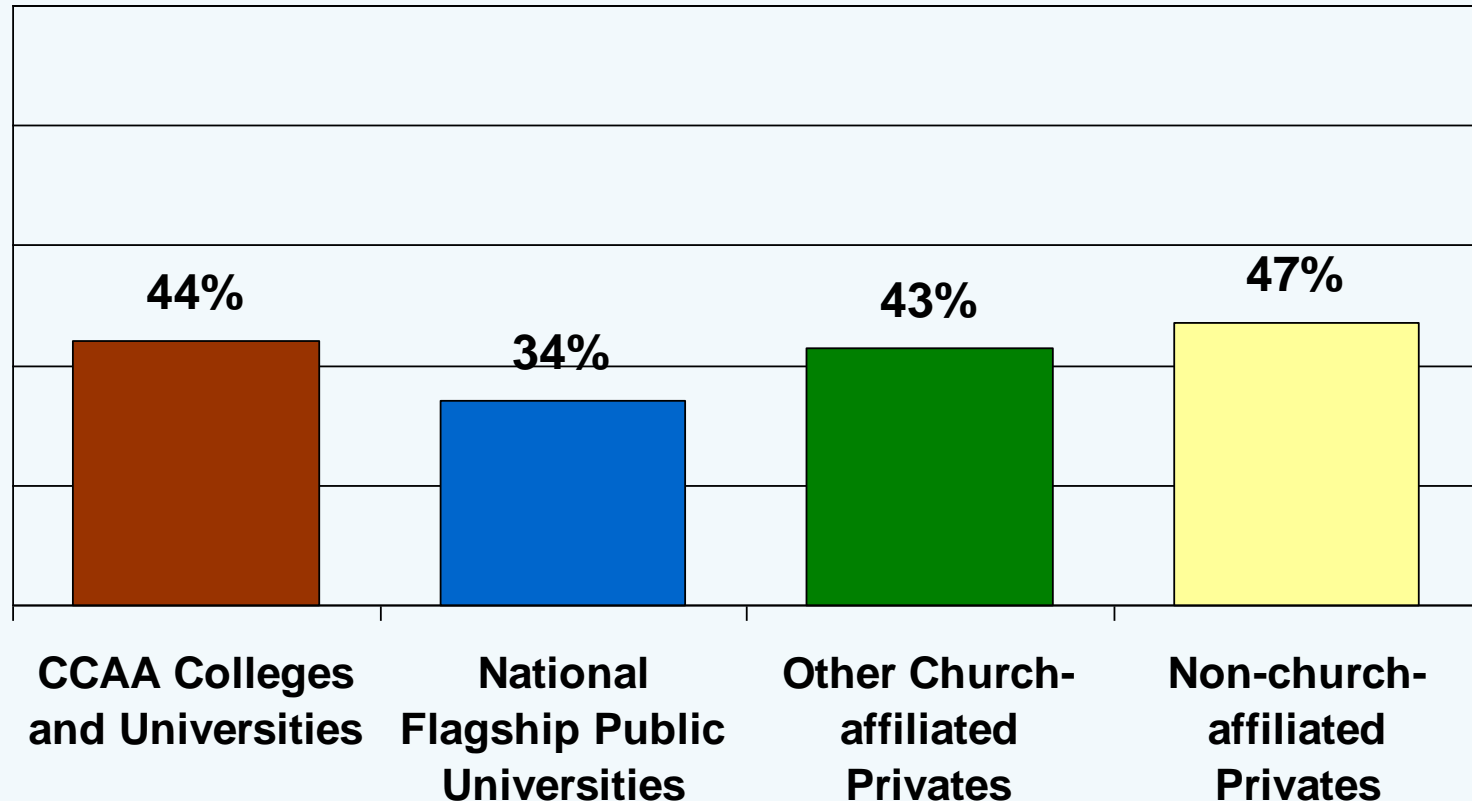
Q.19 How important is it to you to . . . ? (rating a 5 on a five-point scale, where 1=not at all important and 5=extremely important)

It is Extremely Important to Promote Racial Equality or Social Justice Issues



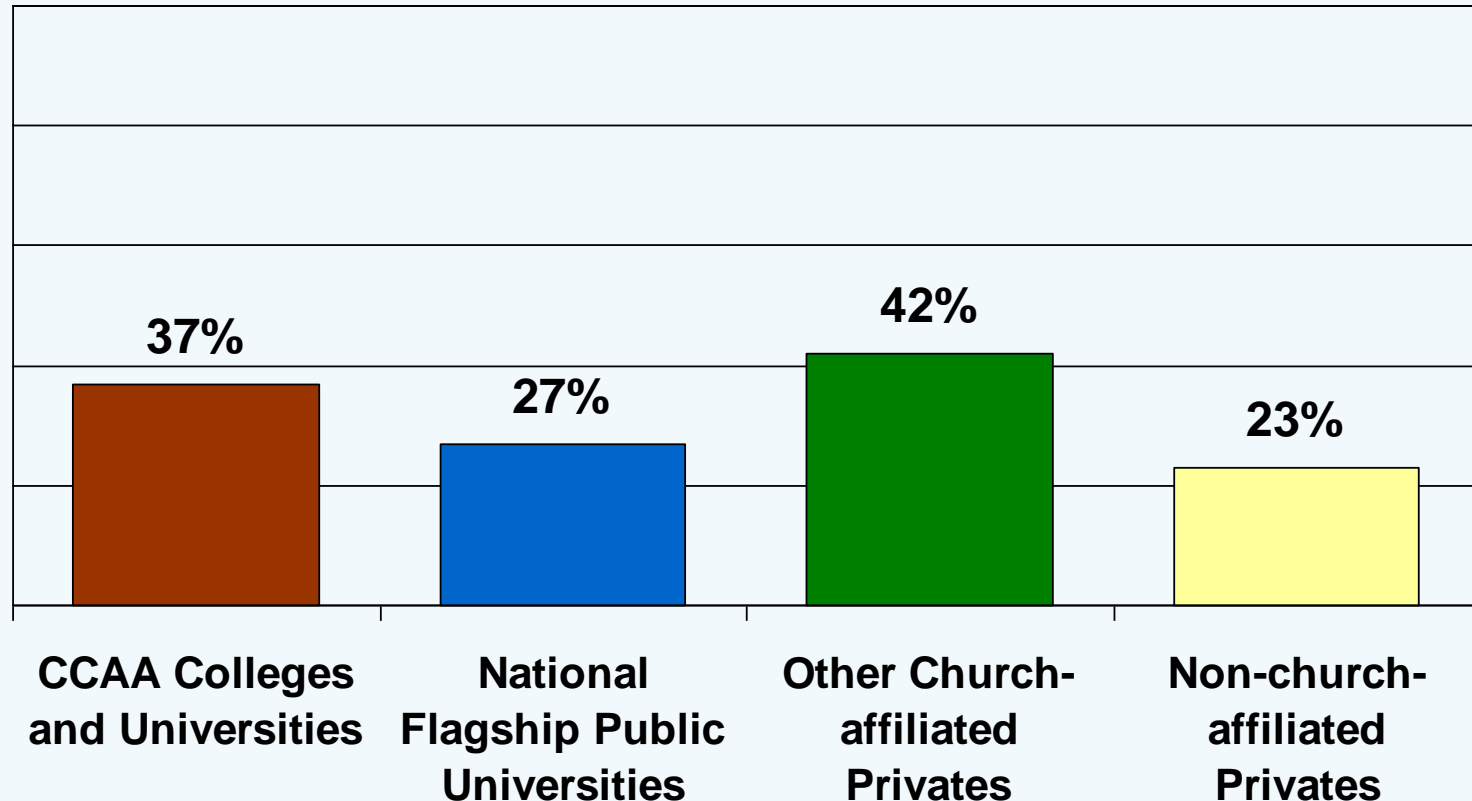
Q.19 How important is it to you to . . .? (rating a 5 on a five-point scale, where 1=not at all important and 5=extremely important)

It is Extremely Important to Contribute to the Community



Q.19 How important is it to you to . . .? (rating a 5 on a five-point scale, where 1=not at all important and 5=extremely important)

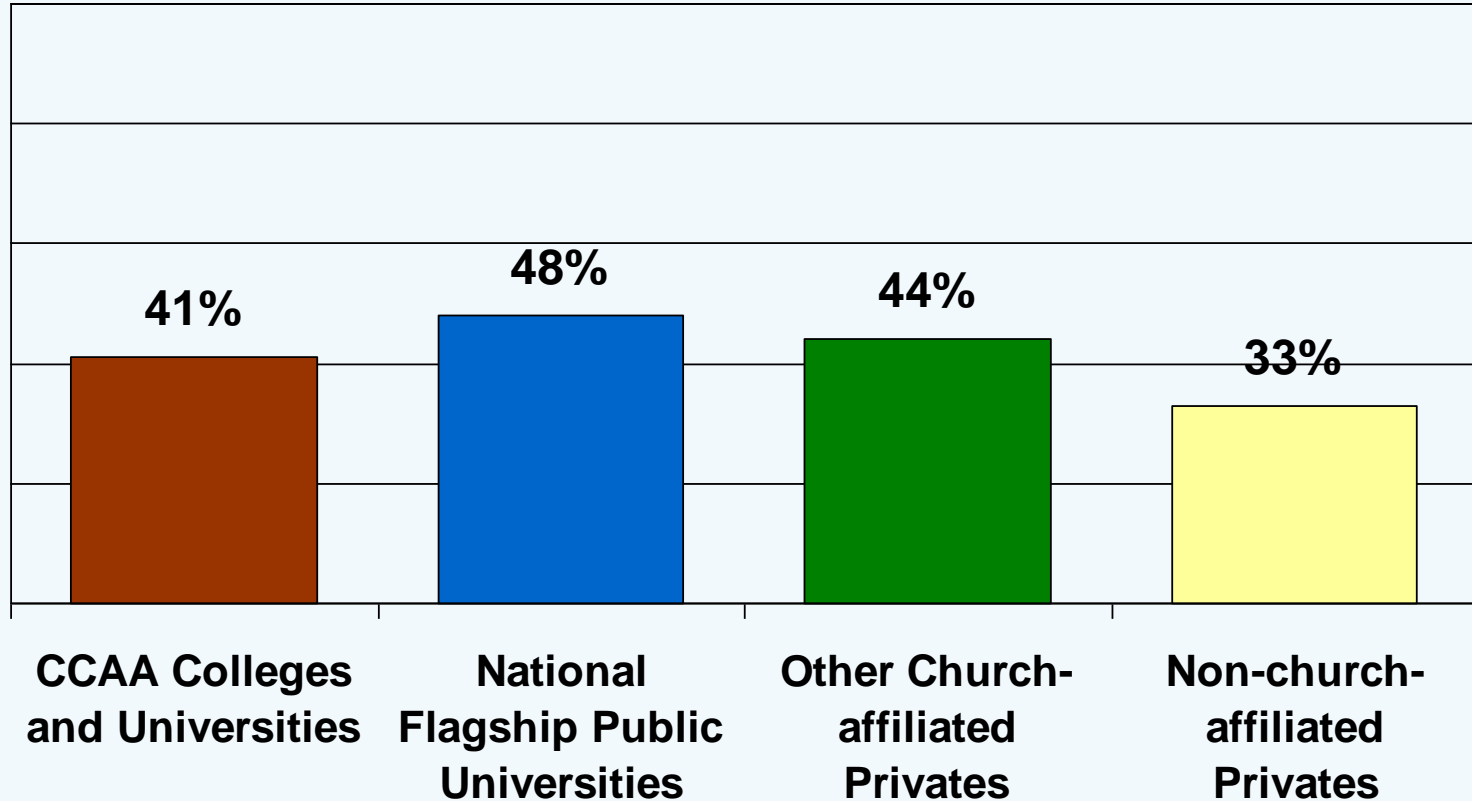
It is Extremely Important to Integrate Faith or Spirituality in Your Life



Q.19 How important is it to you to . . . ? (rating a 5 on a five-point scale, where 1=not at all important and 5=extremely important)

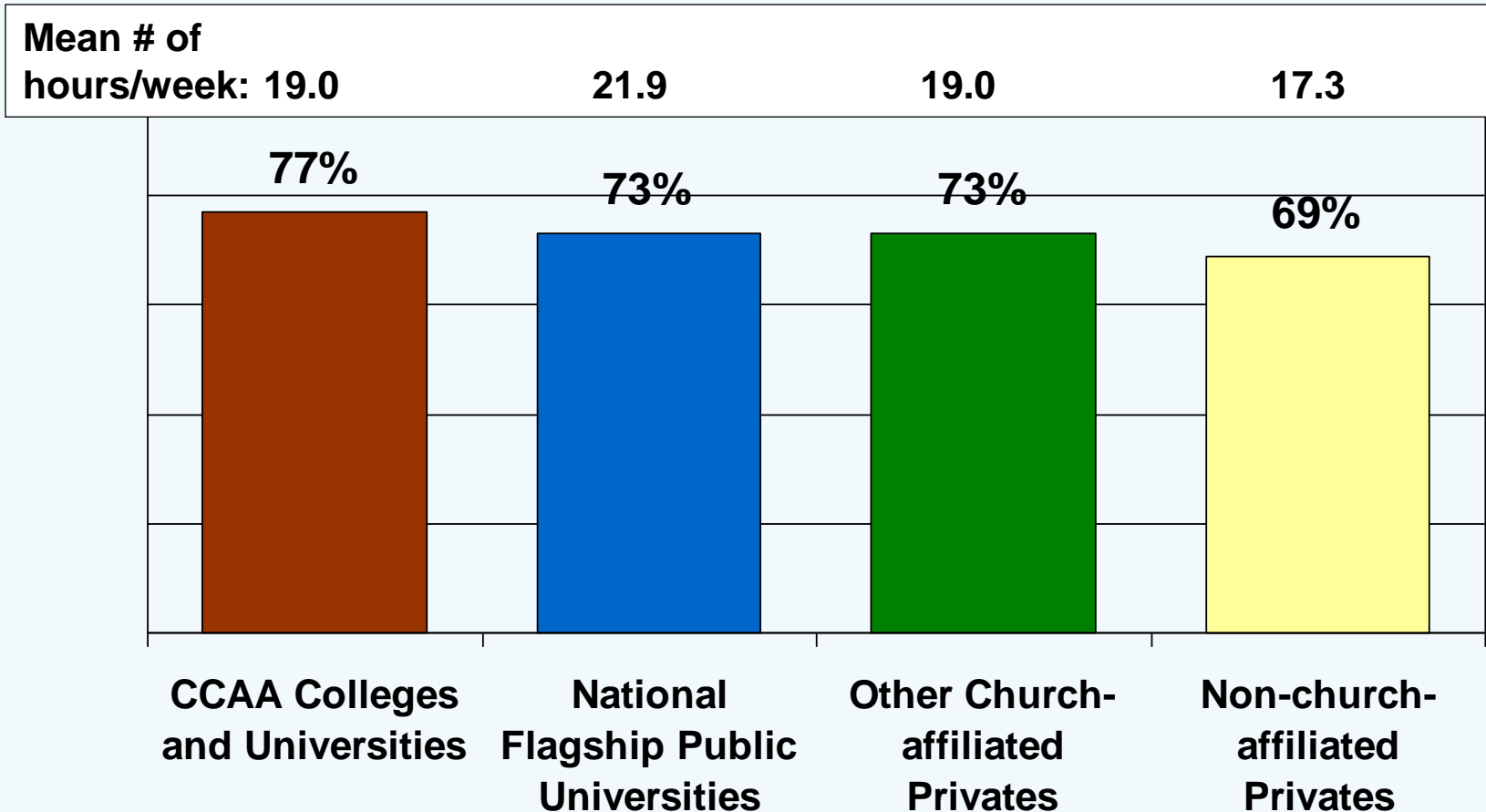
Financing and College Value Issues

Alumni Primarily Responsible for Paying For Own College Education



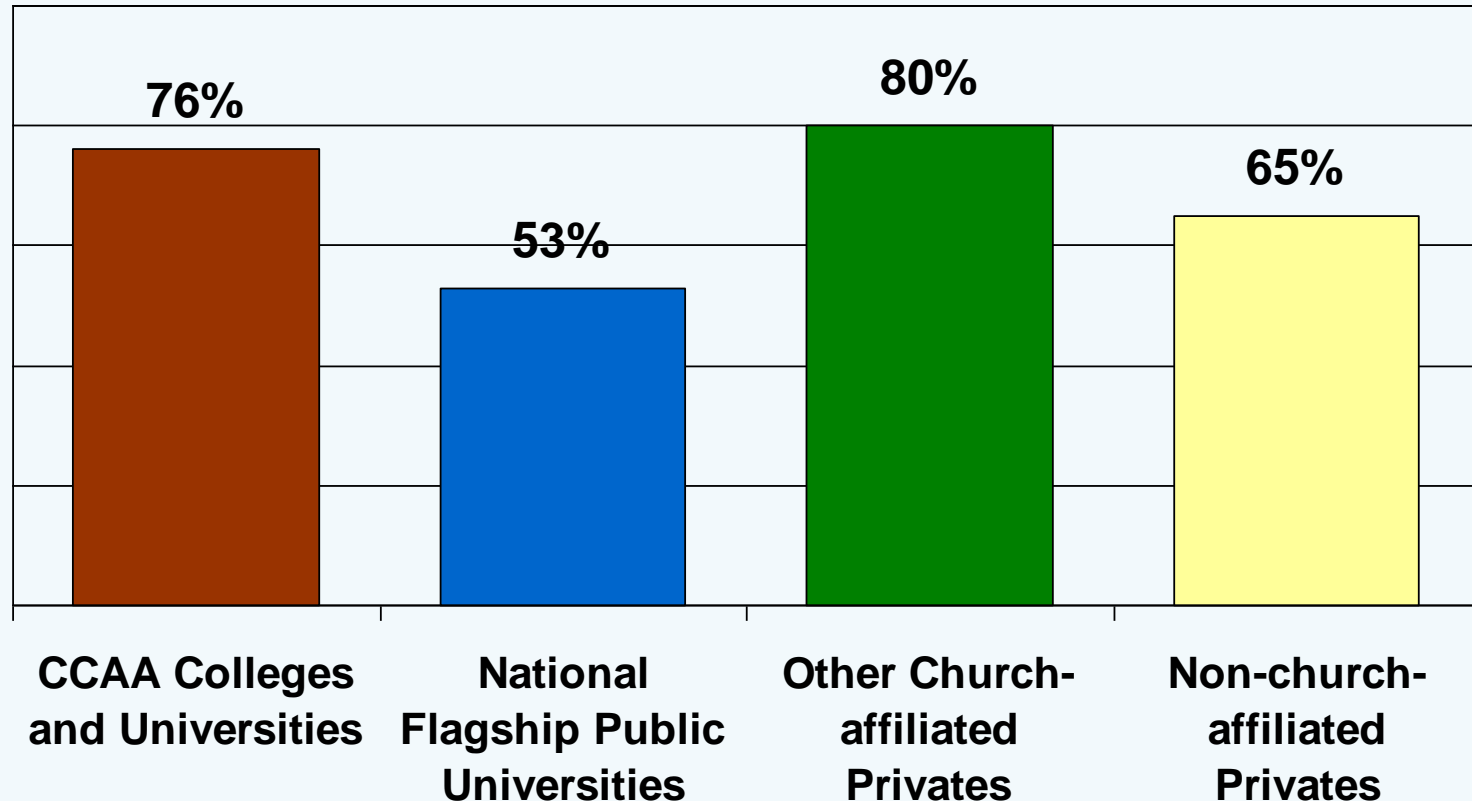
Q.16 Not including any grant or scholarship sponsors, who was primarily responsible for paying for your college education?

Usually Worked During College School Year



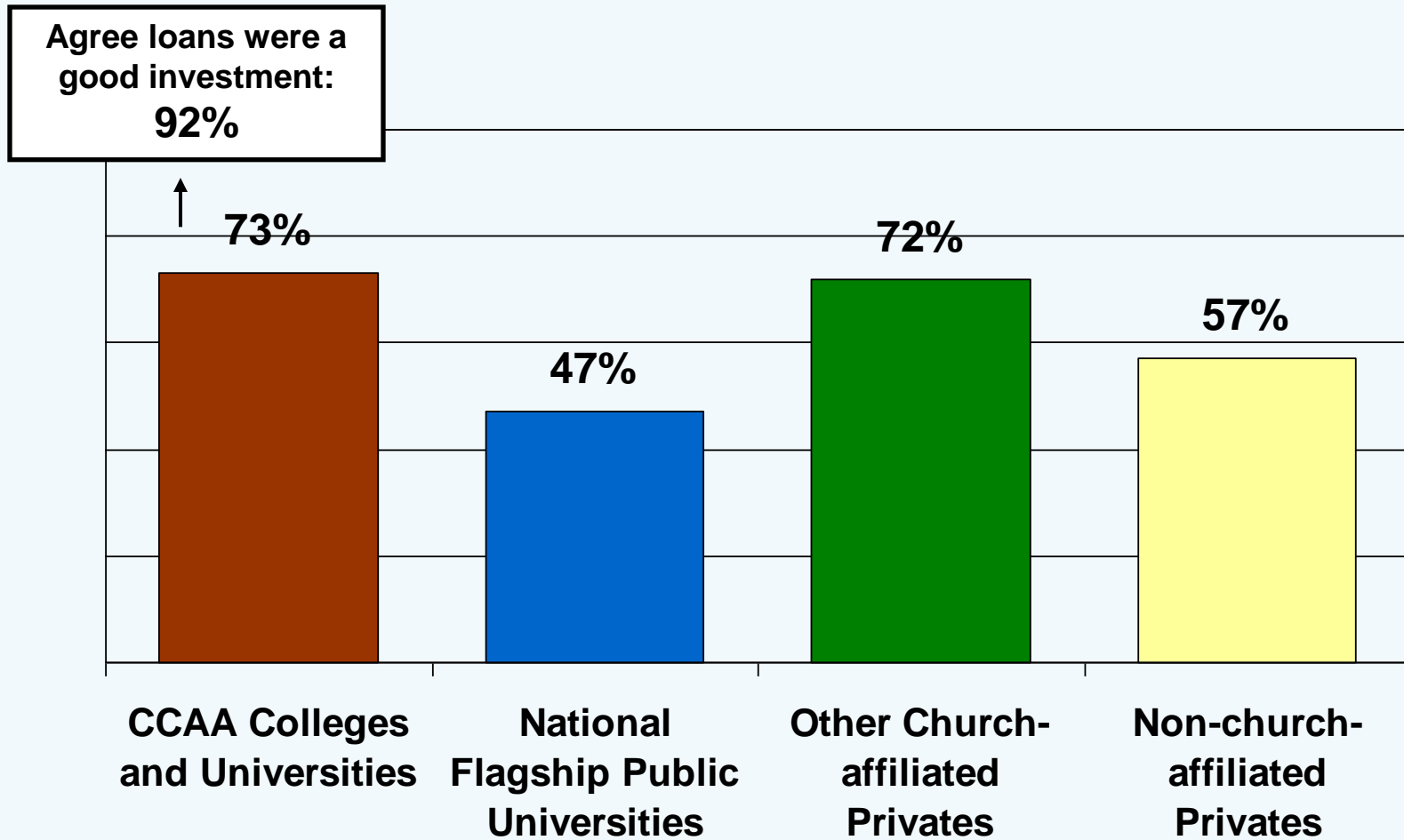
Q.17 Were you usually working during the college school year?

Received Scholarship or Grant to Attend College



Q.13 Did you receive a scholarship or grant to attend college?

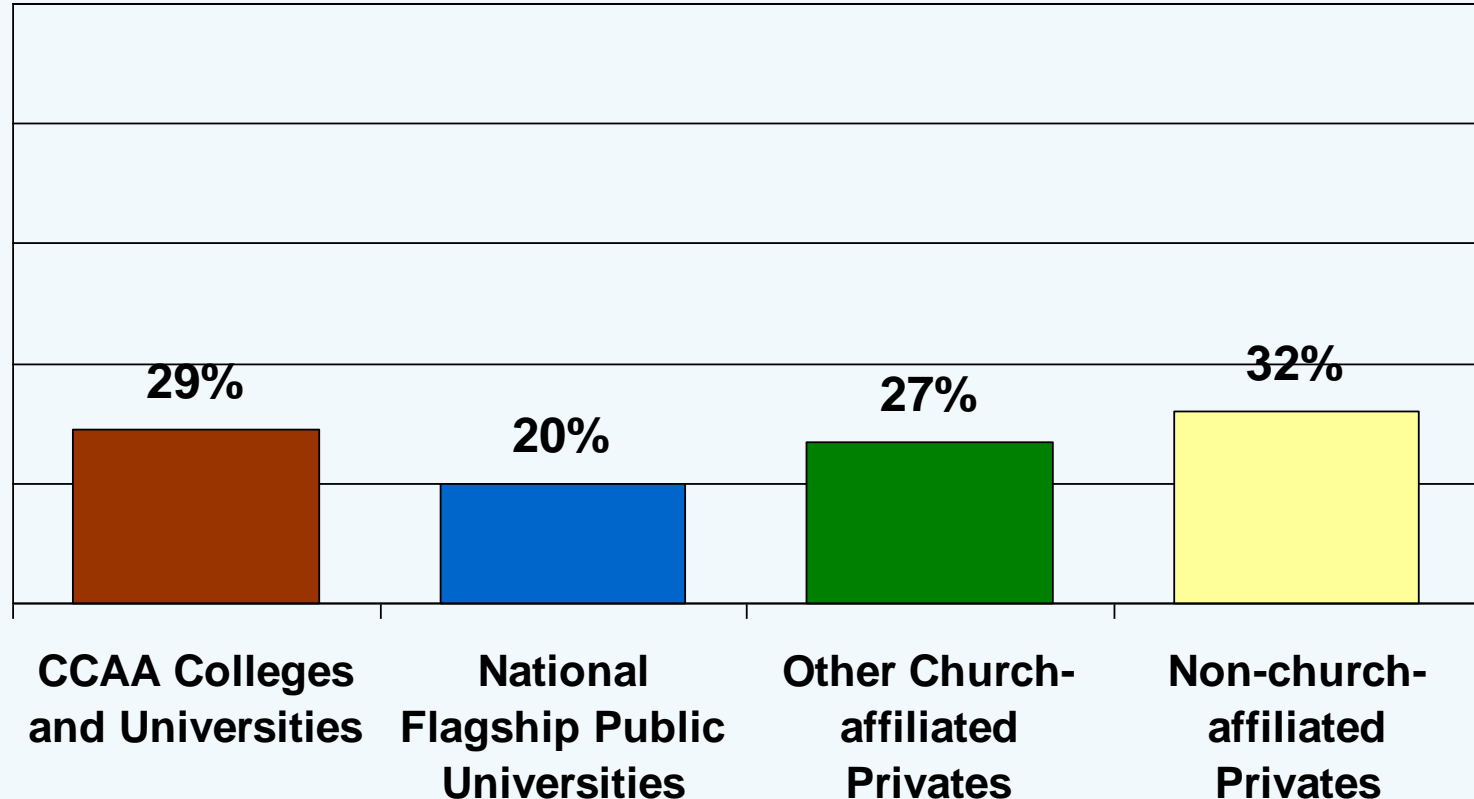
Took Out Loans to Attend College



Q.14 Did you take out loans to attend college?

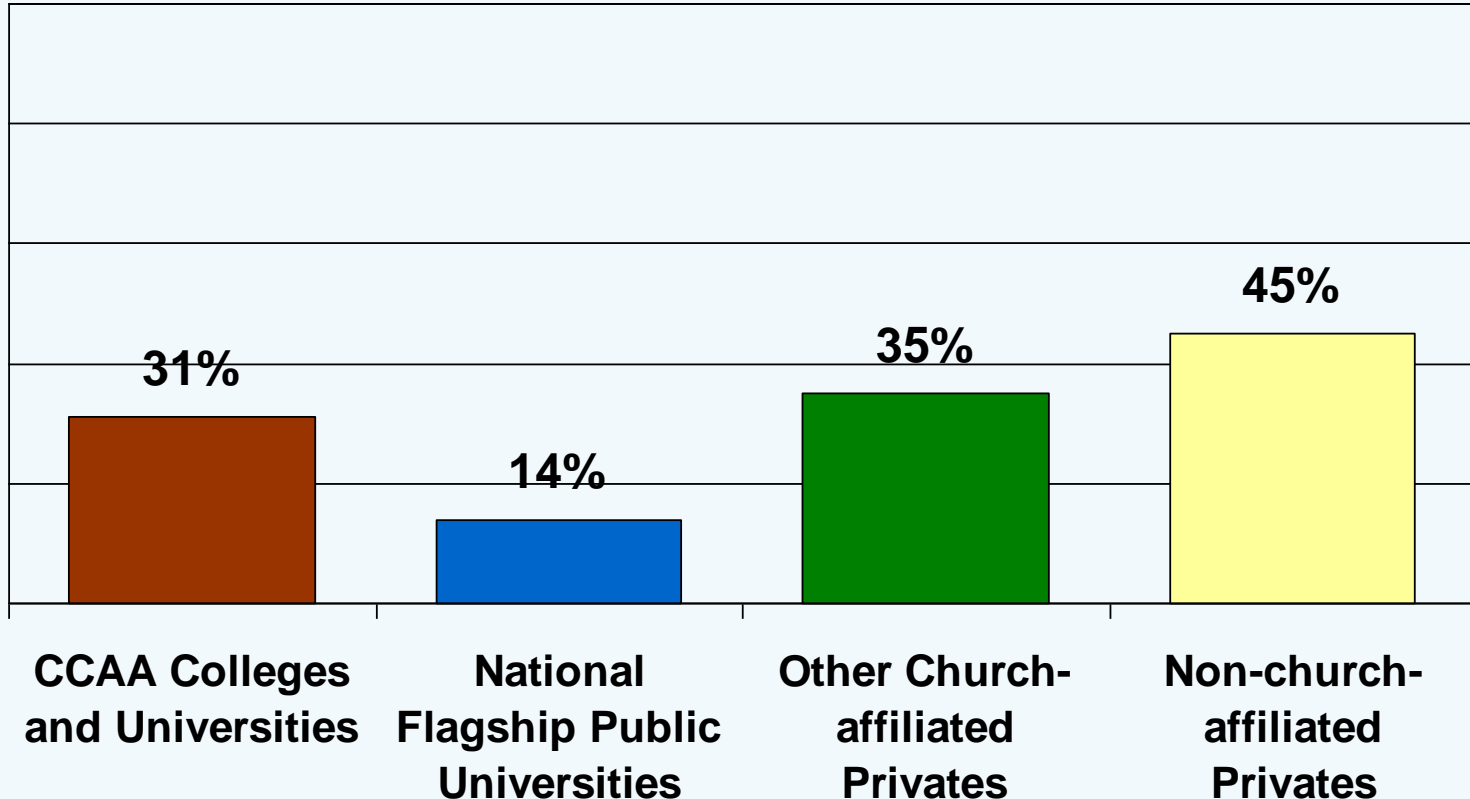
Q.15 Were the loans a good investment on your part?

Importance of Financially Supporting Alma Mater



Q.19 How important is it to you to . . . ? (rating a 4 or 5 on a five-point scale, where 1 = not at all important and 5 = extremely important)

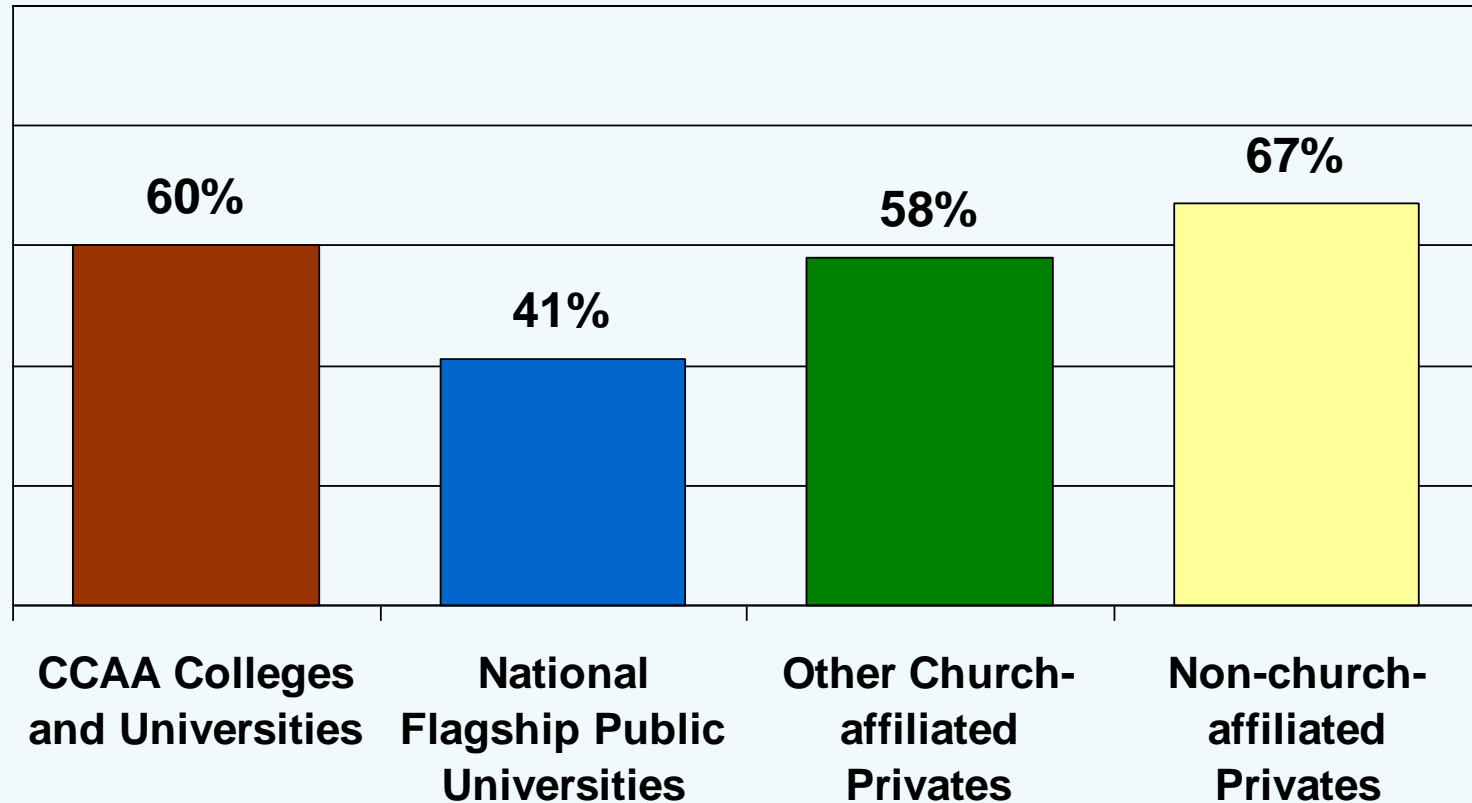
Financially Supported Undergraduate College or University in Past 5 Years



Q.20 Have you financially supported (organization) within the past five years?

Satisfaction with the College Education

Completely Satisfied with Overall Quality of Education Received



Q.7 How satisfied are you with the overall quality of the education you received from your college? Rating a 5 on a five-point scale