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

Institutional Characteristics
Selectivity Rating of Alma Mater

- CCAA Colleges and Universities: 5% Less/least selective, 41% Selective, 5% Most selective
- National Flagship Public Universities: 1% Less/least selective, 75% Selective, 3% More selective
- Other Church-affiliated Privates: 6% Less/least selective, 52% Selective, 3% More selective
- Non-church-affiliated Privates: 1% Less/least selective, 47% Selective, 25% Most selective

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)

- **CCAA Colleges and Universities**
  - 1980-94: 7%
  - 1995-06: 13%

- **National Flagship Public Universities**
  - 1980-94: 26%
  - 1995-06: 47%

- **Other Church-affiliated Privates**
  - 1980-94: 6%
  - 1995-06: 8%

- **Non-church-affiliated Privates**
  - 1980-94: 7%
  - 1995-06: 15%

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HARDWICK DAY
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)

- CCAA Colleges and Universities: 89% (1980-94: 81%, 1995-06: 89%)
- National Flagship Public Universities: 44%
- Other Church-affiliated Privates: 89% (1980-94: 88%, 1995-06: 89%)
- Non-church-affiliated Privates: 90% (1980-94: 87%, 1995-06: 90%)
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)

- **CCAA Colleges and Universities**
  - 1980-94: 72%, 1995-06: 83%

- **National Flagship Public Universities**
  - 1980-94: 48%, 1995-06: 52%

- **Other Church-affiliated Privates**
  - 1980-94: 80%, 1995-06: 84%

- **Non-church-affiliated Privates**
  - 1980-94: 77%, 1995-06: 88%
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 . . .

- **CCAA Colleges and Universities**: 58%
- **National Flagship Public Universities**: 42%
- **Other Church-affiliated Privates**: 61%
- **Non-church-affiliated Privates**: 78%
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)
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)

<table>
<thead>
<tr>
<th></th>
<th>1980-94</th>
<th>1995-06</th>
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</thead>
<tbody>
<tr>
<td>CCAA Colleges and Universities</td>
<td>43%</td>
<td>49%</td>
</tr>
<tr>
<td>National Flagship Public Universities</td>
<td>29%</td>
<td>46%</td>
</tr>
<tr>
<td>Other Church-affiliated Privates</td>
<td>36%</td>
<td>49%</td>
</tr>
<tr>
<td>Non-church-affiliated Privates</td>
<td>39%</td>
<td>44%</td>
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</table>
Participation in Co-Curricular Activities
Participated in a College-Sponsored Internship or Other Applied Learning

<table>
<thead>
<tr>
<th></th>
<th>1980-94</th>
<th>1995-06</th>
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</thead>
<tbody>
<tr>
<td>CCAA Colleges</td>
<td>40%</td>
<td>50%</td>
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<tr>
<td>and Universities</td>
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<tr>
<td>National Flagship</td>
<td>37%</td>
<td>40%</td>
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<tr>
<td>Public Universities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Church-affiliated Privates</td>
<td>53%</td>
<td>63%</td>
</tr>
<tr>
<td>Non-church-affiliated Privates</td>
<td>47%</td>
<td>53%</td>
</tr>
</tbody>
</table>

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 . . . ?
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?

- CCAA Colleges and Universities: 55%
- National Flagship Public Universities: 29%
- Other Church-affiliated Privates: 50%
- Non-church-affiliated Privates: 28%
Q.6A Were you involved in any of the following?

- CCAA Colleges and Universities
- National Flagship Public Universities
- Other Church-affiliated Privates
- Non-church-affiliated Privates

<table>
<thead>
<tr>
<th></th>
<th>1980-94</th>
<th>1995-06</th>
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</thead>
<tbody>
<tr>
<td>CCAA Colleges</td>
<td>52%</td>
<td>74%</td>
</tr>
<tr>
<td>National</td>
<td>47%</td>
<td>58%</td>
</tr>
<tr>
<td>Flagship Public</td>
<td>63%</td>
<td>69%</td>
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<tr>
<td>Universities</td>
<td></td>
<td></td>
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<tr>
<td>Other Church-</td>
<td>57%</td>
<td>65%</td>
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<td>affiliated</td>
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<tr>
<td>Privates</td>
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<tr>
<td>Non-church-</td>
<td>52%</td>
<td>74%</td>
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<td>affiliated</td>
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<tr>
<td>Privates</td>
<td>47%</td>
<td>58%</td>
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</table>

74%
Q.6A Were you involved in any of the following?

Academic Clubs and Activities

<table>
<thead>
<tr>
<th>Type</th>
<th>1980-94</th>
<th>1995-06</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCAA Colleges and Universities</td>
<td>41%</td>
<td>58%</td>
</tr>
<tr>
<td>National Flagship Public Universities</td>
<td>39%</td>
<td>42%</td>
</tr>
<tr>
<td>Other Church-affiliated Privates</td>
<td>48%</td>
<td>56%</td>
</tr>
<tr>
<td>Non-church-affiliated Privates</td>
<td>47%</td>
<td>56%</td>
</tr>
</tbody>
</table>
Q.6A Were you involved in any of the following?
Varsity Athletics

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

- CCAA Colleges and Universities: 21%
- National Flagship Public Universities: 10%
- Other Church-affiliated Privates: 24%
- Non-church-affiliated Privates: 26%
Q.6A Were you involved in any of the following?

A Fraternity or Sorority

<table>
<thead>
<tr>
<th>Type of Institution</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCAA Colleges and Universities</td>
<td>12%</td>
</tr>
<tr>
<td>National Flagship Public Universities</td>
<td>23%</td>
</tr>
<tr>
<td>Other Church-affiliated Privates</td>
<td>24%</td>
</tr>
<tr>
<td>Non-church-affiliated Privates</td>
<td>19%</td>
</tr>
</tbody>
</table>
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)

- CCAA Colleges and Universities: 80%
- National Flagship Public Universities: 63%
- Other Church-affiliated Privates: 86%
- Non-church-affiliated Privates: 81%
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)

- CCAA Colleges and Universities: 81%
- National Flagship Public Universities: 68%
- Other Church-affiliated Privates: 84%
- Non-church-affiliated Privates: 78%
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)

<table>
<thead>
<tr>
<th>Category</th>
<th>1980-94</th>
<th>1995-06</th>
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</thead>
<tbody>
<tr>
<td>CCAA Colleges and Universities</td>
<td>74%</td>
<td>75%</td>
</tr>
<tr>
<td>National Flagship Public</td>
<td>25%</td>
<td>40%</td>
</tr>
<tr>
<td>Universities</td>
<td>64%</td>
<td>73%</td>
</tr>
<tr>
<td>Other Church-affiliated Privates</td>
<td>45%</td>
<td>58%</td>
</tr>
<tr>
<td>Non-church-affiliated Privates</td>
<td>75%</td>
<td></td>
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<tr>
<td></td>
<td>40%</td>
<td>58%</td>
</tr>
<tr>
<td></td>
<td>73%</td>
<td>58%</td>
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</tbody>
</table>
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)
Q. 4 Who, if anyone, did you meet at your college who was a mentor or role model for you?

Professor Served as Mentor or Role Model in College

- CCAA Colleges and Universities
  - 1980-94: 58%
  - 1995-06: 70%
- National Flagship Public Universities
  - 1980-94: 45%
  - 1995-06: 53%
- Other Church-affiliated Privates
  - 1980-94: 65%
  - 1995-06: 73%
- Non-church-affiliated Privates
  - 1980-94: 71%
  - 1995-06: 75%
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

<table>
<thead>
<tr>
<th>Institution Type</th>
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<tbody>
<tr>
<td>CCAA Colleges and Universities</td>
<td>17%</td>
</tr>
<tr>
<td>National Flagship Public Universities</td>
<td>35%</td>
</tr>
<tr>
<td>Other Church-affiliated Privates</td>
<td>14%</td>
</tr>
<tr>
<td>Non-church-affiliated Privates</td>
<td>12%</td>
</tr>
</tbody>
</table>
Residential Community: Lived on Campus for Most of College Years

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

- 63% in CCAA Colleges and Universities
- 32% in National Flagship Public Universities
- 68% in Other Church-affiliated Privates
- 76% in Non-church-affiliated Privates
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)

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<th>1980-94</th>
<th>1995-06</th>
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<tbody>
<tr>
<td>CCAA Colleges and Universities</td>
<td>48%</td>
<td>59%</td>
</tr>
<tr>
<td>National Flagship Public Universities</td>
<td>8%</td>
<td>16%</td>
</tr>
<tr>
<td>Other Church-affiliated Privates</td>
<td>43%</td>
<td>39%</td>
</tr>
<tr>
<td>Non-church-affiliated Privates</td>
<td>11%</td>
<td>9%</td>
</tr>
</tbody>
</table>
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)
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

CCAA Colleges and Universities: 41%
National Flagship Public Universities: 29%
Other Church-affiliated Privates: 32%
Non-church-affiliated Privates: 43%

Screener Q.A  What level of education have you completed?
Graduated in Four Years or Less

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>CCAA Colleges and Universities</td>
<td>87%</td>
</tr>
<tr>
<td>National Flagship Public Universities</td>
<td>77%</td>
</tr>
<tr>
<td>Other Church-affiliatedPrivates</td>
<td>85%</td>
</tr>
<tr>
<td>Non-church-affiliated Privates</td>
<td>89%</td>
</tr>
</tbody>
</table>
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)
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)
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)
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)
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 . . . ?

- CCAA Colleges and Universities: 61%
- National Flagship Public Universities: 47%
- Other Church-affiliated Privates: 65%
- Non-church-affiliated Privates: 42%
Q.20 In the past five years, have you been involved in volunteer activity with the following . . .?

- CCAA Colleges and Universities: 41%
- National Flagship Public Universities: 31%
- Other Church-affiliated Privates: 43%
- Non-church-affiliated Privates: 39%
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 . . .?

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCAA Colleges and Universities</td>
<td>45%</td>
</tr>
<tr>
<td>National Flagship Public</td>
<td>40%</td>
</tr>
<tr>
<td>Universities</td>
<td></td>
</tr>
<tr>
<td>Other Church-affiliated Privates</td>
<td>51%</td>
</tr>
<tr>
<td>Non-church-affiliated Privates</td>
<td>48%</td>
</tr>
</tbody>
</table>
Q.20 In the past five years, have you been involved in volunteer activity with the following . . .?
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)

- CCAA Colleges and Universities: 74%
- National Flagship Public Universities: 66%
- Other Church-affiliated Privates: 70%
- Non-church-affiliated Privates: 76%
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)
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

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<th>Percentage</th>
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<td>68%</td>
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<td>National Flagship Public Universities</td>
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<tr>
<td>Other Church-affiliated Privates</td>
<td>67%</td>
</tr>
<tr>
<td>Non-church-affiliated Privates</td>
<td>59%</td>
</tr>
</tbody>
</table>
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)

<table>
<thead>
<tr>
<th></th>
<th>CCAA Colleges and Universities</th>
<th>National Flagship Public Universities</th>
<th>Other Church-affiliated Privates</th>
<th>Non-church-affiliated Privates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>37%</td>
<td>27%</td>
<td>42%</td>
<td>23%</td>
</tr>
</tbody>
</table>

HARDWICK DAY
Financing and College Value Issues
Q.16 Not including any grant or scholarship sponsors, who was primarily responsible for paying for your college education?
Q.17 Were you usually working during the college school year?
Q.13 Did you receive a scholarship or grant to attend college?

- CCAA Colleges and Universities: 76%
- National Flagship Public Universities: 53%
- Other Church-affiliated Privates: 80%
- Non-church-affiliated Privates: 65%
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**

<table>
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<th>Type of Institution</th>
<th>Percentage</th>
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<td>National Flagship Public Universities</td>
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</tr>
<tr>
<td>Other Church-affiliated Privates</td>
<td>27%</td>
</tr>
<tr>
<td>Non-church-affiliated Privates</td>
<td>32%</td>
</tr>
</tbody>
</table>

Q.19 How important is it to you . . .? (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?

<table>
<thead>
<tr>
<th>Category</th>
<th>Support (%)</th>
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</thead>
<tbody>
<tr>
<td>CCAA Colleges and Universities</td>
<td>31%</td>
</tr>
<tr>
<td>National Flagship Public</td>
<td>14%</td>
</tr>
<tr>
<td>Universities</td>
<td></td>
</tr>
<tr>
<td>Other Church-affiliated</td>
<td>35%</td>
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<tr>
<td>Privates</td>
<td></td>
</tr>
<tr>
<td>Non-church-affiliated Privates</td>
<td>45%</td>
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Satisfaction with the College Education
### Completely Satisfied with Overall Quality of Education Received

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<th>Percentage</th>
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<tbody>
<tr>
<td>CCAA Colleges and Universities</td>
<td>60%</td>
</tr>
<tr>
<td>National Flagship Public Universities</td>
<td>41%</td>
</tr>
<tr>
<td>Other Church-affiliated Privates</td>
<td>58%</td>
</tr>
<tr>
<td>Non-church-affiliated Privates</td>
<td>67%</td>
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</tbody>
</table>

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