The Pre-Workshop Survey Says ...
Informal Conversations in the Past 6 Months?

- Never: 2% (All Workshop Responses), 0% (Puget Sound Workshop)
- 1 - 2 times: 6% (All Workshop Responses), 6% (Puget Sound Workshop)
- 3 - 5 times: 20% (All Workshop Responses), 26% (Puget Sound Workshop)
- 6 - 10 times: 23% (All Workshop Responses), 21% (Puget Sound Workshop)
- More than 10 times: 49% (All Workshop Responses), 47% (Puget Sound Workshop)
With Whom Did You Talk?

- Friend: 89% (All Workshop Responses), 88% (Puget Sound Workshop)
- Family member: 88% (All Workshop Responses), 89% (Puget Sound Workshop)
- Acquaintance: 66% (All Workshop Responses), 62% (Puget Sound Workshop)
- Parent of a potential college student: 61% (All Workshop Responses), 65% (Puget Sound Workshop)
- Fellow member of an organization: 48% (All Workshop Responses), 44% (Puget Sound Workshop)
- Owner/employee of a local business: 40% (All Workshop Responses), 40% (Puget Sound Workshop)
- Neighbor: 35% (All Workshop Responses), 26% (Puget Sound Workshop)
- Stranger: 24% (All Workshop Responses), 25% (Puget Sound Workshop)
- Other: 9% (All Workshop Responses), 11% (Puget Sound Workshop)
What Did You Talk About?

- The cost of college
- The value of a liberal arts education in today's economy
- Financial viability/closures of small private colleges
- The quality of grads' prep for jobs/careers
- The college admissions process
- Student debt
- Specific subject/program offered by your college
- Diversity of (private) college students
- Political bias on college campuses
- College sports (or other extracurriculars)
- Elitism/lack of opportunity
- How long it takes to complete a bachelor's degree
- Diversity of (private) college employees
- Town/gown relations
- Student debt
- The college admissions process
- The quality of grads' prep for jobs/careers
- The value of a liberal arts education in today's economy
- Financial viability/closures of small private colleges
- The cost of college

All Workshop Responses
Puget Sound Workshop

81% (New Eng.)
What Did You Talk About (a closer look)?

<table>
<thead>
<tr>
<th>Topic</th>
<th>You</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>The cost of college</td>
<td>88%</td>
<td>80%</td>
</tr>
<tr>
<td>The value of a liberal arts education in today’s economy</td>
<td>76%</td>
<td>63%</td>
</tr>
<tr>
<td>Financial viability/closures of small private colleges</td>
<td>68%</td>
<td>61%</td>
</tr>
<tr>
<td>The quality of grads’ prep for jobs/careers</td>
<td>65%</td>
<td>57%</td>
</tr>
<tr>
<td>Student debt</td>
<td>53%</td>
<td>66%</td>
</tr>
<tr>
<td>Specific subject/program offered by your college</td>
<td>44%</td>
<td>66%</td>
</tr>
<tr>
<td>College sports (or other extracurriculars)</td>
<td>26%</td>
<td>43%</td>
</tr>
</tbody>
</table>
What Was the Tone of Your Conversations?

- 34% More positive than negative about higher education
- 29% More negative than positive about higher education
- 47% A balance of positive and negative
- 47% Neutral: neither positive nor negative

Puget Sound Workshop
Talking about Data ...  
*Live Polling*

Go to *vevox.app*

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University of Puget Sound
Thursday, February 27, 2020

Thank you to our sponsors:
Strong Answers to Tough Questions
Four-Year College Closures by Sector: Change over Time

Source: Digest of Education Statistics 2017, Table 317.50
Taking It Home
Who is Well Prepared to Make the Case for Your College to Members of the Community?

- President
- Senior administrators
- Trustees
- Faculty members
- Staff members
- Alumni

**Very well prepared**
**Somewhat well prepared**
**Somewhat unprepared**
**Very unprepared**
**Not sure**
Taking It Home...

*Live Polling (II)*

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Final Question:

What did we miss today?
University of Puget Sound
Thursday, February 27, 2020

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