

GALLUP-*INSIDE HIGHER ED* COLLEGE AND UNIVERSITY PRESIDENTS PANEL – 2013 SURVEY 3 FINDINGS

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Gallup experts work with leaders in education to hire and develop talented educators, identify the strengths of each individual student, and create engaging learning environments — fostering long-term student success in the classroom and in future careers. The best educators know that for students to achieve meaningful, lasting success in the classroom and beyond, they must be emotionally engaged in the educational experience. This means educators must focus on students' hope, engagement, and well-being — the predictors Gallup has discovered matter the most. Measuring and moving the needle on these outcomes transforms educational institutions into places where students — and educators — thrive.

For more information, visit education.gallup.com, follow @GallupEducation, or contact Education@gallup.com.

ABOUT GALLUP

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EXECUTIVE SUMMARY

Gallup surveys U.S. college and university presidents across the country every quarter on an annual basis. Through this panel of U.S. college and university presidents, Gallup tracks their opinions on important topics and issues facing education. The key findings include:

PRESIDENT BARACK OBAMA'S "MAKING COLLEGE MORE AFFORDABLE" PLAN

- About two-thirds (64%) of college presidents are somewhat knowledgeable about President Obama's plan to make college more affordable.
- Only 2% of college presidents think President Obama's plan to make college more affordable will be very effective.
- Half of college presidents (50%) do not think President Obama's plan to make college more affordable will have a positive effect on their institution.
- Nearly one-quarter (24%) of college presidents think President Obama's plan to make college more affordable will have a positive effect on higher education generally.
- Just 3% of college presidents strongly agree that President Obama's strategy to link federal financial aid funding based on an institution's performance according to the Department of Education's new ranking system is a good idea.

DEPARTMENT OF EDUCATION COLLEGE RATINGS SYSTEM

- Nearly one in 10 (9%) college presidents strongly agree that the percentage of students receiving Pell Grants is an effective measure for rating colleges and universities.
- Almost one in 10 (9%) college presidents strongly agree that an institution's average tuition cost is an effective measure for rating colleges and universities.
- Fewer than one in 20 (3%) college presidents strongly agree that the total amount of scholarships an institution awards to students is an effective measure for rating colleges and universities.
- Fewer than one in 10 (8%) college presidents strongly agree that the average amount of student loan debt at an institution is an effective measure for rating colleges and universities.
- Nearly two in 10 (18%) college presidents strongly agree that an institution's graduation rates are an effective measure for rating colleges and universities.
- Around two in 10 (21%) college presidents strongly disagree that the number of advanced degrees earned by college graduates from an institution is an effective measure for rating colleges and universities.
- About one in 20 (6%) college presidents strongly agree that post-graduation earnings of students from an institution is an effective measure for rating colleges and universities.

MONETARY INCENTIVES OF PRESIDENT OBAMA'S COLLEGE AFFORDABILITY PLAN

- Slightly more than one-third (35%) of college and university presidents think 4 to 6 years is an appropriate time frame to assess post-graduation salaries of graduates from an institution.
- Fewer than one in 10 (7%) college presidents strongly agree that rewarding institutions with a bonus based on the number of Pell Grant recipients who graduate from their institution will encourage colleges and universities to admit lower-income students.
- Two percent of college presidents strongly agree that students will use the new information provided by the Department of Education to make informed decisions in selecting higher education institutions.
- Roughly one-quarter (26%) of college presidents strongly agree that wealthy higher education institutions will do best under President Obama's new plan to make college more affordable.

METHODOLOGY

The sample consists of more than 677 colleges and universities across the U.S. Using email and mail addresses, Gallup recruited leaders and built the sample. The sample is not nationally representative of U.S. colleges and universities.

Gallup conducted 677 Web surveys from October 4–25, 2013. Gallup surveyed college and university presidents — representing public, private, two-year, four-year, community colleges, and for-profit institutions. The degree offerings included were associate's, bachelor's, master's, and doctorate level.

For results based on this sample size of 677 total respondents, with about 95% confidence, the margin of error attributable to sampling error is ± 3.8 percentage points. For the subgroups within this population, the margin of error may be greater due to small sample sizes.

KEY FINDINGS

PRESIDENT OBAMA'S "MAKING COLLEGE MORE AFFORDABLE" PLAN

About two-thirds (64%) of college presidents are somewhat knowledgeable about President Obama's plan to make college more affordable.

How knowledgeable are you about President Obama's plan to make college more affordable?	
Very knowledgeable	22%
Somewhat knowledgeable	64%
Not very knowledgeable	13%
Not at all knowledgeable	1%

Only 2% of college presidents think President Obama's plan to make college more affordable will be very effective.

In your opinion, how effective will President Obama's plan to make college more affordable be?	
Very effective	2%
Somewhat effective	32%
Not too effective	42%
Not effective at all	17%
Don't know	8%

Half of college presidents (50%) do not think President Obama's plan to make college more affordable will have a positive effect on their institution.

In your opinion, will President Obama's plan to make college more affordable have a positive effect on your institution?	
Yes	19%
No	50%
Don't know	31%

Nearly one-quarter (24%) of college presidents think President Obama’s plan to make college more affordable will have a positive effect on higher education generally.

In your opinion, will President Obama’s plan to make college more affordable have a positive effect on higher education generally?	
Yes	24%
No	43%
Don’t know	33%

Just 3% of college presidents strongly agree that President Obama’s strategy to link federal financial aid funding based on an institution’s performance according to the Department of Education’s new ranking system is a good idea.

Using a five-point scale, where 5 means strongly agree and 1 means strongly disagree, please indicate your level of agreement with each of the following statements.						
	%1 Strongly Disagree	%2	%3	%4	%5 Strongly Agree	Don’t Know
The President's strategy to link federal financial aid funding based on an institution's performance according to the Department of Education's new ranking system is a good idea.	35%	30%	17%	13%	3%	2%

DEPARTMENT OF EDUCATION COLLEGE RATINGS SYSTEM

Nearly one in 10 (9%) college presidents strongly agree that the percentage of students receiving Pell Grants is an effective measure for rating colleges and universities.

Nearly one in 10 (9%) college presidents strongly agree that an institution’s average tuition cost is an effective measure for rating colleges and universities.

Just 3% of college presidents strongly agree that the total amount of scholarships an institution awards to students is an effective measure for rating colleges and universities.

Fewer than one in 10 (8%) college presidents strongly agree that the average amount of student loan debt at an institution is an effective measure for rating colleges and universities.

Nearly two in 10 (18%) strongly agree that an institution’s graduation rates are an effective measure for rating colleges and universities.

Around two in 10 (21%) college presidents strongly disagree that the number of advanced degrees earned by college graduates from an institution is an effective measure for rating colleges and universities.

About one in 20 (6%) college presidents strongly agree that post-graduation earnings of students from an institution is an effective measure for rating colleges and universities.

Using a five-point scale, where 5 means strongly agree and 1 means strongly disagree, please indicate your level of agreement with each of the following statements.

	%1 Strongly Disagree	%2	%3	%4	%5 Strongly Agree	Don't Know
The following are effective measures for rating colleges and universities: The percentage of students receiving Pell Grants.	27%	23%	22%	17%	9%	2%
The following are effective measures for rating colleges and universities: An institution's average tuition cost.	24%	25%	23%	19%	9%	1%
The following are effective measures for rating colleges and universities: The total amount of scholarships an institution awards to students.	23%	26%	28%	18%	3%	2%
The following are effective measures for rating colleges and universities: The average amount of student loan debt at an institution.	19%	24%	26%	23%	8%	1%
The following are effective measures for rating colleges and universities: An institution's graduation rates.	8%	14%	23%	37%	18%	0%
The following are effective measures for rating colleges and universities: The number of advanced degrees earned by college graduates from an institution.	21%	21%	23%	17%	6%	12%
The following are effective measures for rating colleges and universities: Post-graduation earnings of students from an institution.	24%	23%	25%	19%	6%	3%

MONETARY INCENTIVES OF PRESIDENT OBAMA'S COLLEGE AFFORDABILITY PLAN

About two-thirds (35%) of college and university presidents think 4 to 6 years is an appropriate time frame to assess post-graduation salaries of graduates from an institution.

What is an appropriate time frame to assess post-graduation salaries of graduates from an institution?	
1 to 3 years	11%
4 to 6 years	35%
7 to 9 years	16%
10 to 12 years	19%
13 to 15 years	2%
More than 15 years	9%
Don't know	10%

Fewer than one in 10 (7%) college presidents strongly agree that rewarding institutions with a bonus based on the number of Pell Grant recipients who graduate from their institution will encourage colleges and universities to admit lower-income students.

Using a five-point scale, where 5 means strongly agree and 1 means strongly disagree, please indicate your level of agreement with each of the following statements.						
	%1 Strongly Disagree	%2	%3	%4	%5 Strongly Agree	Don't Know
Rewarding institutions with a bonus based on the number of Pell Grant recipients who graduate from their institution will encourage colleges and universities to admit lower-income students.	17%	21%	22%	26%	7%	7%

Two percent of college presidents strongly agree that students will use the new information provided by the Department of Education to make informed decisions in selecting higher education institutions.

Using a five-point scale, where 5 means strongly agree and 1 means strongly disagree, please indicate your level of agreement with each of the following statements.						
	%1 Strongly Disagree	%2	%3	%4	%5 Strongly Agree	Don't Know
Students will use the new information provided by the Department of Education to make informed decisions in selecting higher education institutions.	22%	34%	27%	11%	2%	5%

Roughly one-quarter (26%) of college presidents strongly agree that wealthy higher education institutions will do best under the President's new plan to make college more affordable.

Using a five-point scale, where 5 means strongly agree and 1 means strongly disagree, please indicate your level of agreement with each of the following statements.						
	%1 Strongly Disagree	%2	%3	%4	%5 Strongly Agree	Don't Know
Wealthy higher education institutions will do best under the President's new plan to make college more affordable.	5%	11%	16%	26%	26%	15%

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