

Results: Graduate Retention Survey – Career Premiere 2007

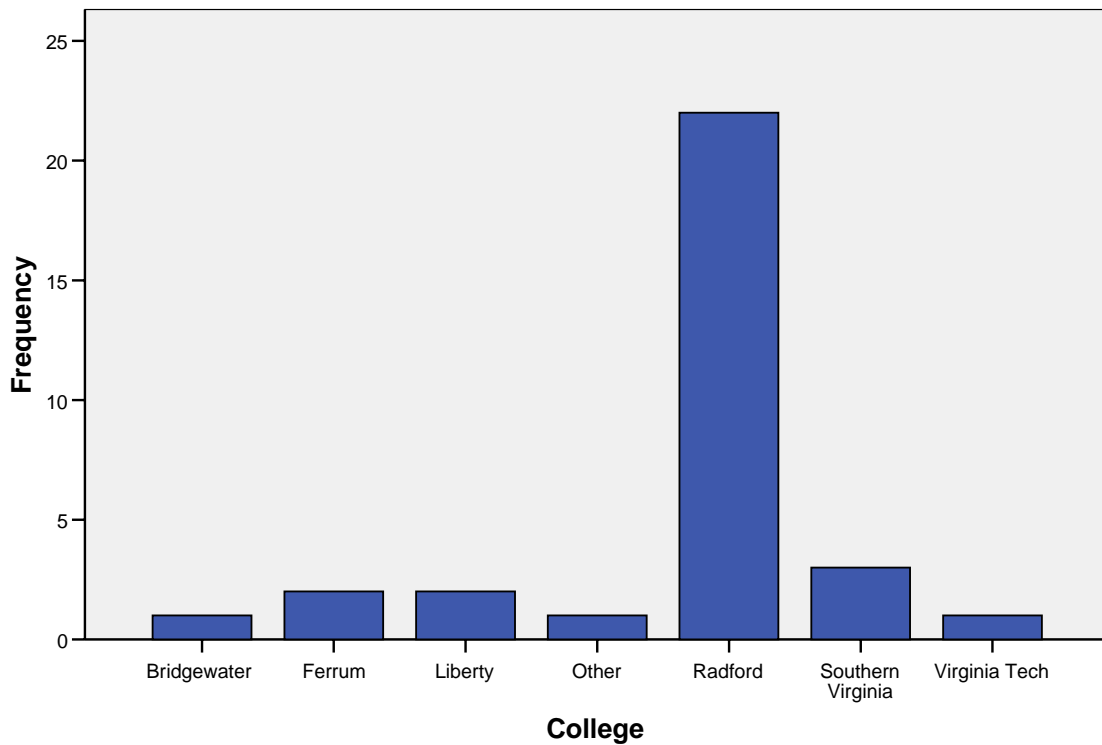
Data Collected: February 21, 2007
Career Premiere - Roanoke, VA

Total respondents: 32

Demographics of Sample Population:

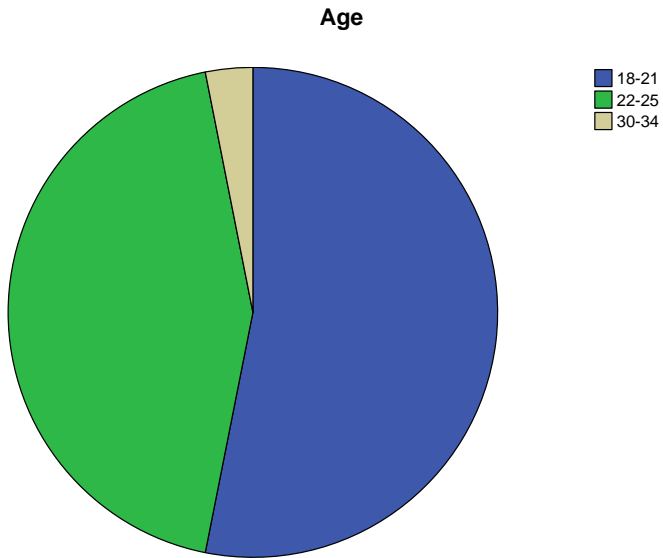
College/University:		
➤ Bridgewater College		3.1%
➤ Ferrum College		6.3%
➤ Liberty University		6.3%
➤ Radford University		68.9%
➤ Southern Virginia University		9.4%
➤ Virginia Tech		3.1%
➤ Other		3.1

College Attended



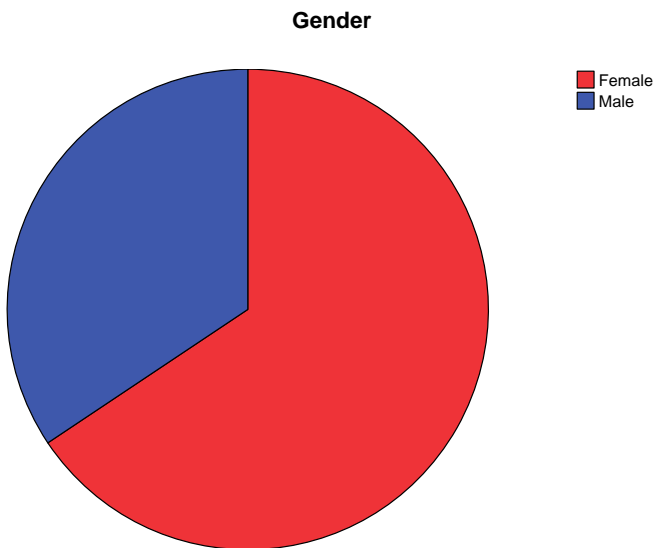
Age Group:

- ➔ 18 to 21 years 53.1%
- ➔ 22 to 25 years 43.8%
- ➔ 30 to 34 years 3.1%



Gender:

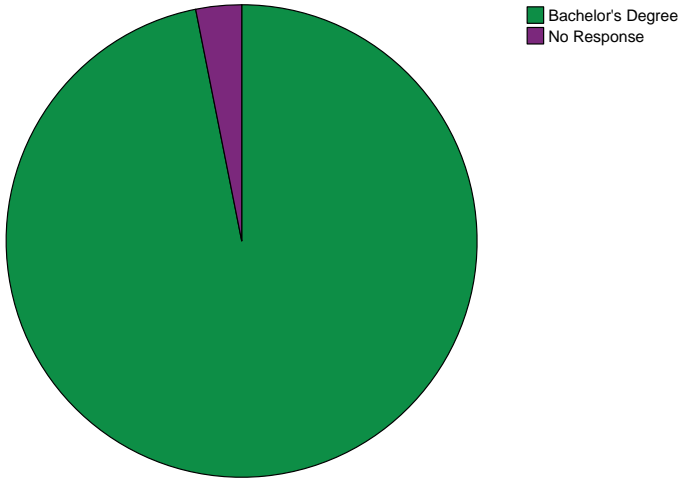
- ➔ Female 65.6%
- ➔ Male 34.4%



Types of degrees being pursued:

- ➔ Bachelor's Degree 96.9%
- ➔ No response 3.1%

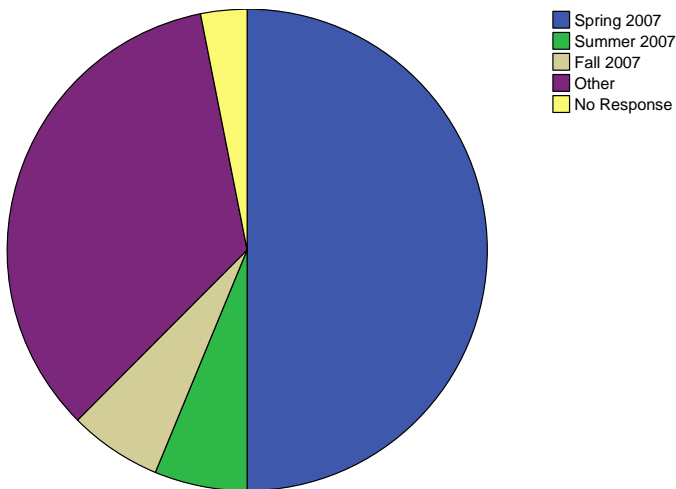
Type of Degree



Expected graduation date:

- ➔ Spring 2007 50.0%
- ➔ Summer 2007 6.3%
- ➔ Fall 2007 6.3%
- ➔ Other: 34.4%
 - Fall 2006 3.1%
 - Spring 2008 25.0%
 - Spring 2009 6.3%
- ➔ No response 3.1%

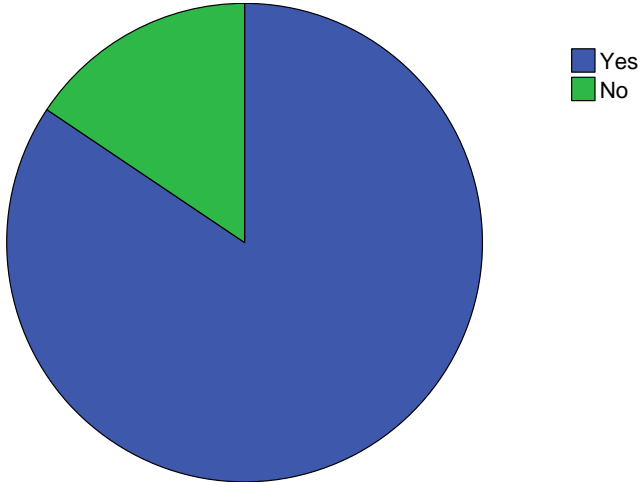
Graduation Date



Virginia Resident:

- ➔ Yes 84.4%
- ➔ No 15.6%

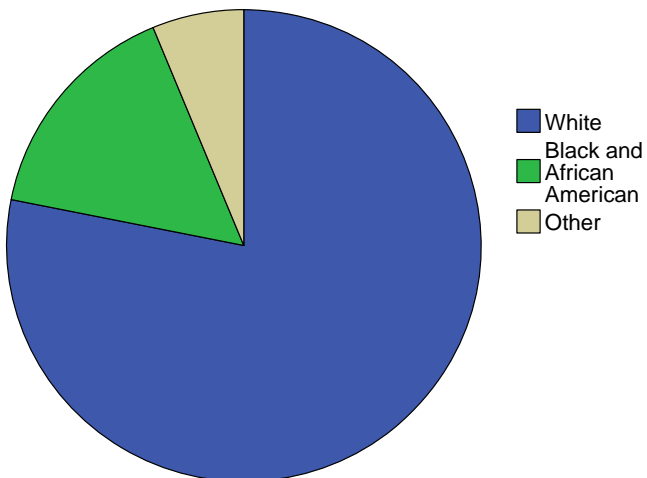
Virginia Resident



Race:

- ➔ White 78.1%
- ➔ Black and African American 15.6%
- ➔ Other 6.3%

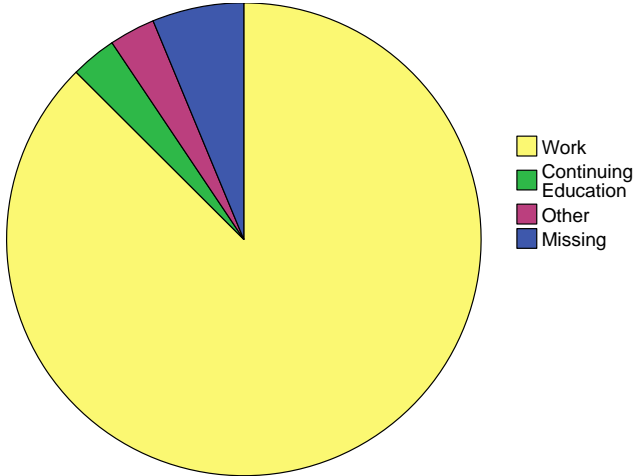
Race



Immediate plans after graduation:

- ➔ Work 87.5%
- ➔ Continuing education 3.1%
- ➔ Other 3.1%
- ➔ No response 6.3%

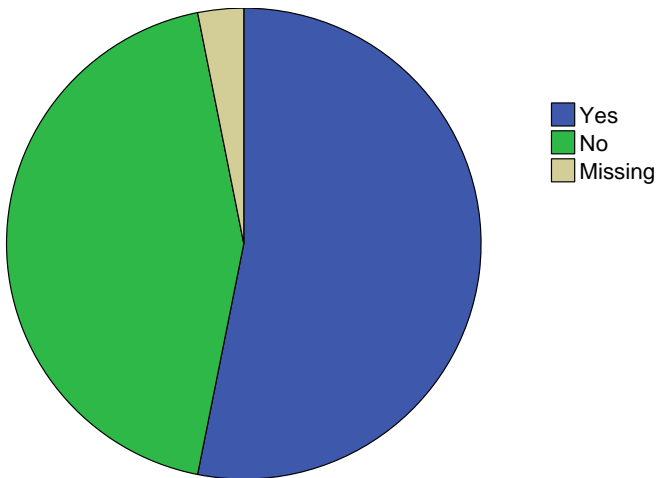
Post Graduation Plans



Consideration of living in Southwest VA after graduation:

- ➔ Yes 53.1%
- ➔ No 43.8%
- ➔ No response 3.1%

Consider Residing in SWVA



Measured in percentages

	Unimportant	Somewhat important	Important	Very important	No response
Area has a diverse population	15.6	21.9	40.6	18.8	3.1
My Friends moved there	15.6	34.4	40.6	6.3	3.1
Quality of life	0.0	3.1	53.1	37.5	6.3
Recreational activities	0.0	6.3	46.9	43.8	3.1
Climate	9.4	15.6	46.9	25.0	3.1
Closeness to family	0.0	31.3	37.5	28.1	3.1
Access to cultural opportunities	6.3	25.0	43.8	21.9	3.1
Closeness to a metropolitan area	6.3	28.1	43.8	18.8	3.1
Opportunities for social interaction	0.0	6.3	62.5	25.0	6.3
Political climate is aligned with my beliefs	18.8	46.9	18.8	9.4	6.3
Job opportunities in my field	0.0	0.0	25.0	68.8	6.3
To further my education	9.4	21.9	40.6	21.9	6.3
My significant other lives there	15.6	15.6	43.8	21.9	3.1
Strong economy	3.1	15.6	53.1	25.0	3.1
I grew up there	43.8	31.3	6.3	15.6	3.1
I was recruited to work there	3.1	37.5	46.9	9.4	3.1
Diverse opportunities for worship	18.8	18.8	43.8	15.6	3.1
Community	Unimportant	Somewhat important	Important	Very important	No response
Diversity of population	9.4	31.3	34.4	21.9	3.1
Strong sense of community	3.1	12.5	65.6	15.6	3.1
High standard of living	9.4	28.41	46.9	12.5	3.1
Many available local activities	3.1	12.5	43.8	37.5	3.1
Economic Environment	Unimportant	Somewhat important	Important	Very important	No response
Vibrant economy	3.1	12.5	71.9	9.4	3.1
Local government supports business	9.4	18.8	56.3	12.5	3.1
Reasonable taxes	3.1	18.8	50.0	25.0	3.1
Strong economic development initiatives	6.3	15.6	59.4	15.6	3.1

Education	Unimportant	Somewhat important	Important	Very important	No response
Quality K-12 school systems	3.1	15.6	40.6	37.5	3.1
Higher education opportunities	9.4	12.5	37.5	37.5	3.1
Types of jobs requiring a college degree	0.0	9.4	37.5	50.0	9.1
Lifelong learning opportunities	0.0	6.3	46.9	43.8	3.1
Entertainment/Recreation	Unimportant	Somewhat important	Important	Very important	No response
Availability of social activities	0.0	9.4	53.1	34.4	3.1
Quality of nightlife opportunities	9.4	15.6	34.4	37.5	3.1
Abundance of outdoor activities	3.1	9.4	46.9	37.5	3.1
Vibrant downtown	0.0	18.8	43.8	34.4	3.1
Availability of diverse restaurants	0.0	15.6	40.6	40.6	3.1
Family	Unimportant	Somewhat important	Important	Very important	No response
Close proximity of parents	6.3	46.9	34.4	6.3	6.3
Close proximity of siblings	12.5	31.3	34.4	15.6	6.3
Community has strong family values	0.0	25.0	53.1	15.6	6.3
Ample activities for family and children	0.0	18.8	46.9	28.1	6.3
Housing	Unimportant	Somewhat important	Important	Very important	No response
Availability of single-family housing	3.1	12.5	65.6	12.5	6.3
Availability of apartments	9.4	18.8	53.1	12.5	6.3
Downtown living opportunities	6.3	28.1	37.5	21.9	93.8
Attractive neighborhoods	3.1	6.3	53.1	31.3	6.3
Nice mix of housing types available	3.1	18.8	40.6	31.3	6.3

Work	Unimportant	Somewhat important	Important	Very important	No response
Within a 30-minute commute to work	0.0	6.3	46.9	40.6	6.3
Availability of job opportunities in my field	0.0	0.0	37.5	56.3	6.3
Wide range of industries	0.0	18.8	46.9	28.1	6.3
Average wage	0.0	9.4	43.8	40.6	6.3

Rankings(mean): (1-most important, 7 - least important)

1) Work	4.48
2) Family	4.93
3) Housing	3.81
4) Community	4.78
5) Education	3.15
6) Economic environment	4.33
7) Entertainment/recreational	2.52