

## Results: Graduate Retention Survey - Interstate Career Fair

Data Collected: April 12, 2007  
Interstate Career Fair - Bristol, VA

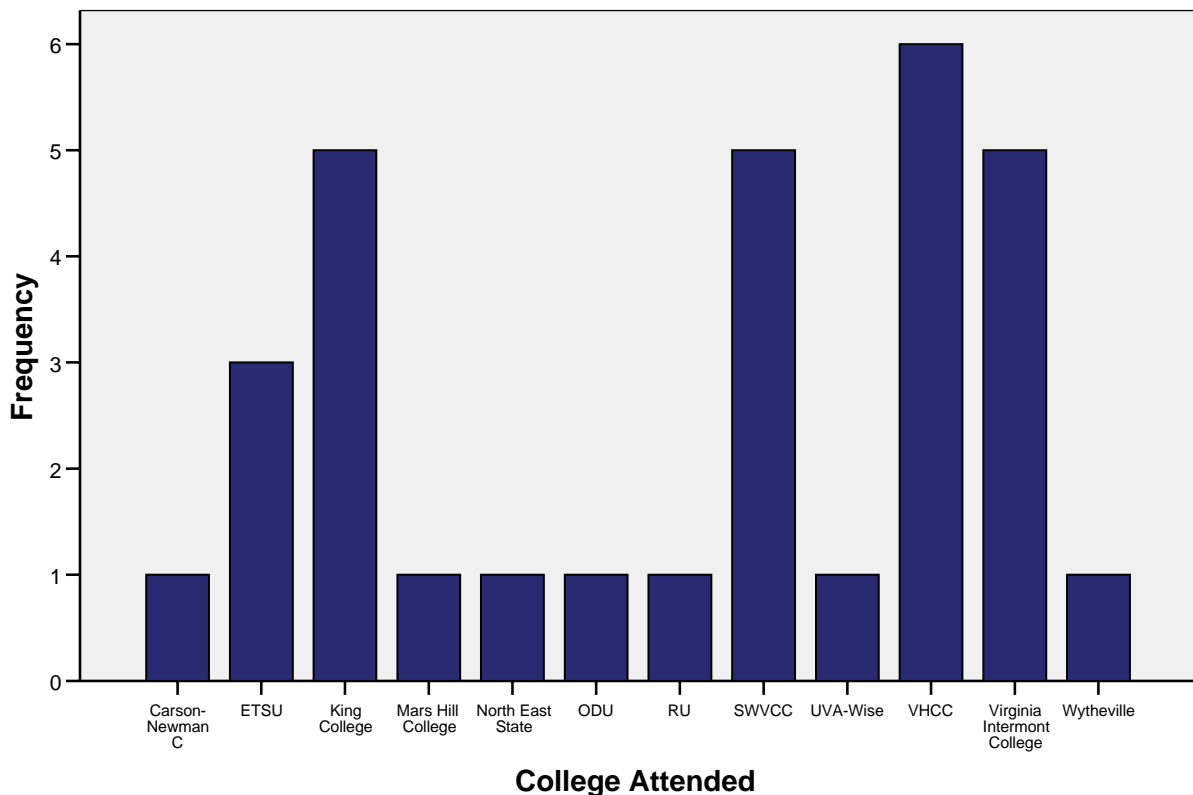
Total respondents: 31

### Demographics of Sample Population:

#### College/University:

➤ Virginia Highlands Community College	19.4%
➤ King College	16.1%
➤ Southwest Virginia Community College	16.1%
➤ Virginia Intermont College	16.1%
➤ East Tennessee State University	9.7%
➤ Radford University	3.2%
➤ Old Dominion University	3.2%
➤ UVA-Wise	3.2%
➤ North East State Technical Community College	3.2%
➤ Mars Hill College	3.2%
➤ Wytheville Community College	3.2%

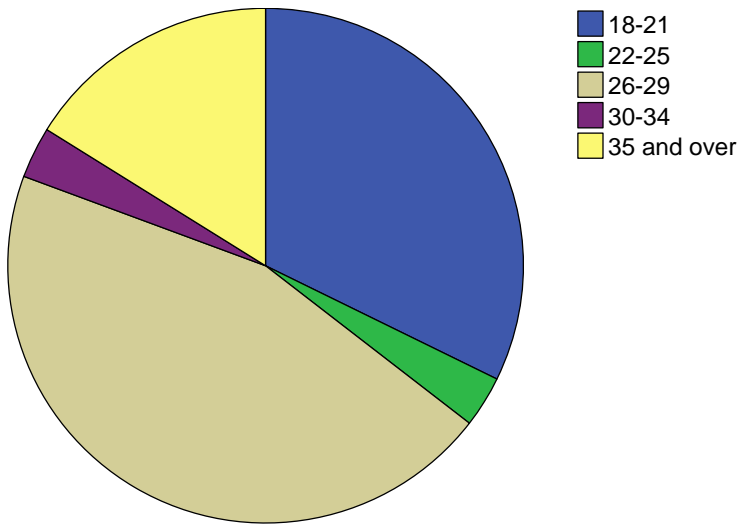
### College Attended



Age Group:

➔ 18 to 21 years	32.3%
➔ 22 to 25 years	45.2%
➔ 26 to 29 years	3.2%
➔ 30 to 34 years	3.2%
➔ 35 and over	16.1%

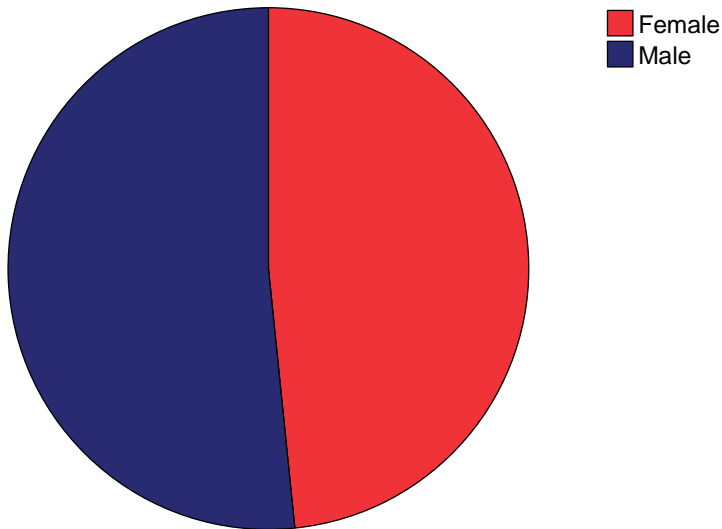
Age



Gender:

➔ Female	48.4%
➔ Male	51.6%

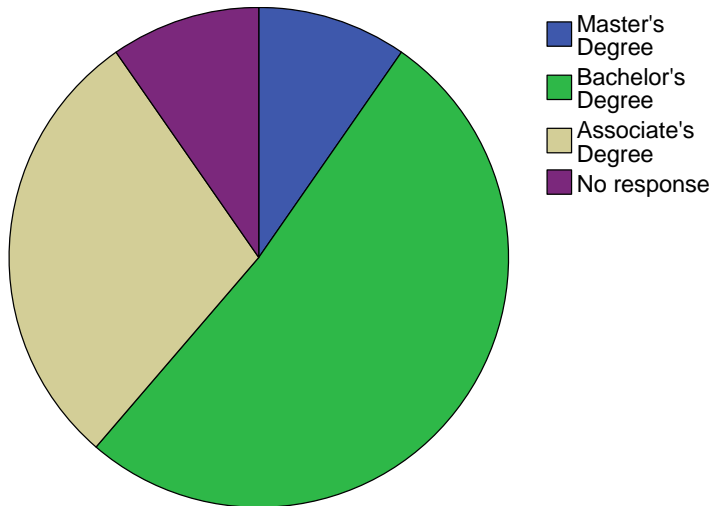
Gender



Types of degrees being pursued:

- ➔ Bachelor's Degree 51.6%
- ➔ Associate's Degree 29.0%
- ➔ Master's Degree 9.7%
- ➔ No response 9.7%

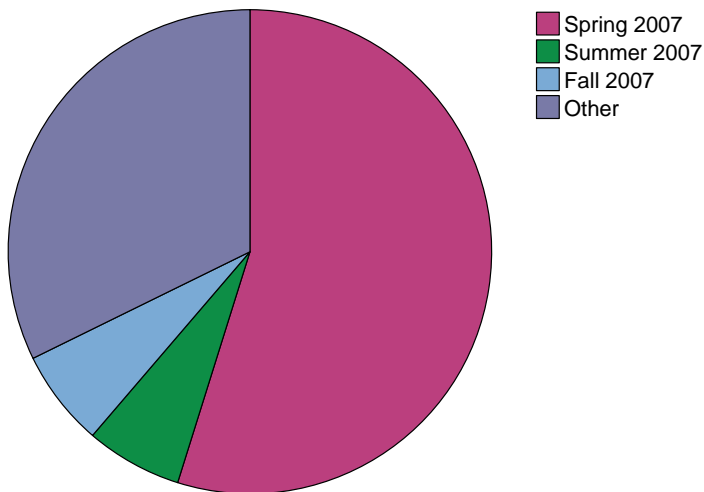
**Type of Degree**



Expected graduation date:

- ➔ Summer 2007 6.5%
- ➔ Spring 2007 54.8%
- ➔ Fall 2007 6.5%
- ➔ Other: 29.0%
  - Spring 2008 12.9%
  - Fall 2008 12.9%
  - 2009 3.2%

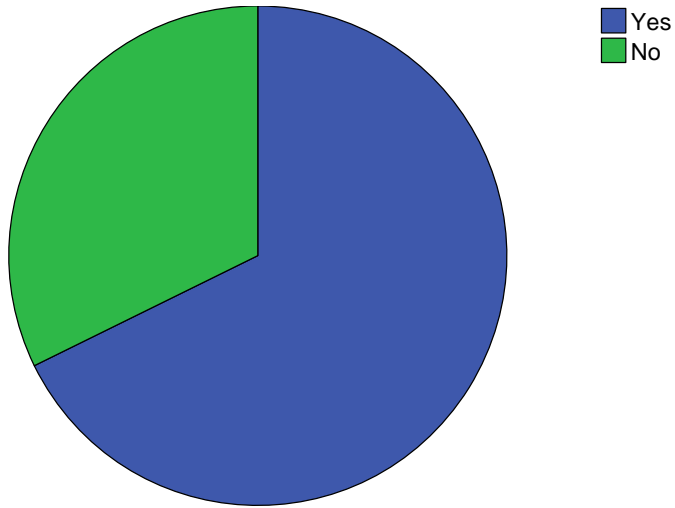
**Graduate Date**



Virginia Resident:

- ➔ Yes 67.7%
- ➔ No 32.3%

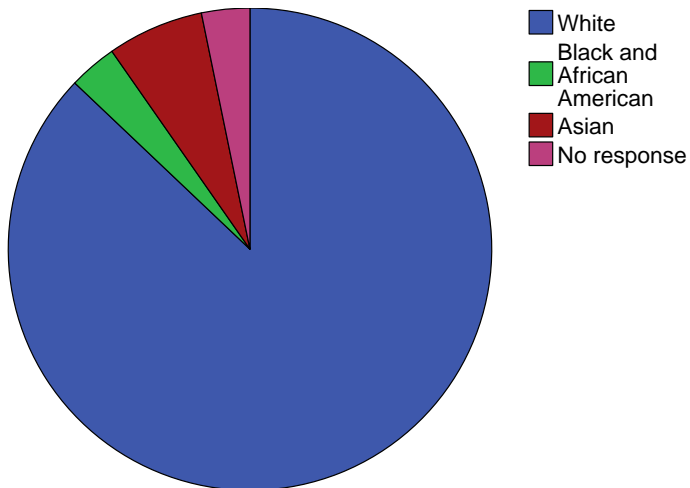
Virginia Resident



Race:

- ➔ White 87.1%
- ➔ Asian 6.5%
- ➔ Black and African American 3.2%
- ➔ No response 3.2%

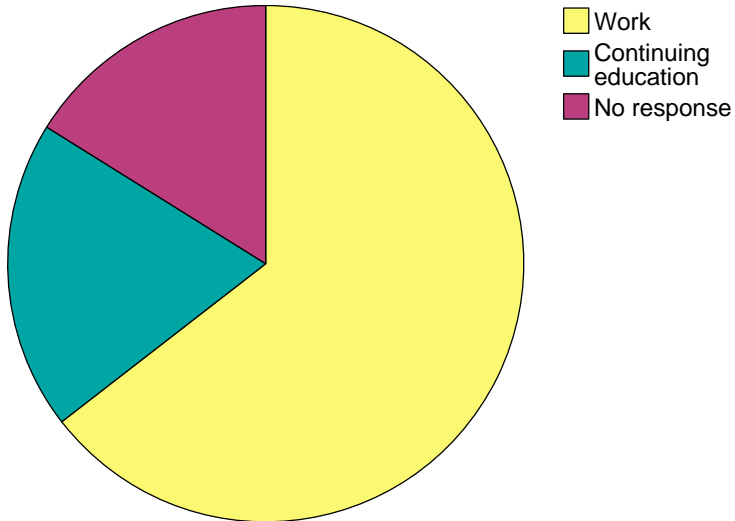
Race



Immediate plans after graduation:

- ➔ Work 76.9%
- ➔ Continuing education 19.4%
- ➔ No response 16.1%

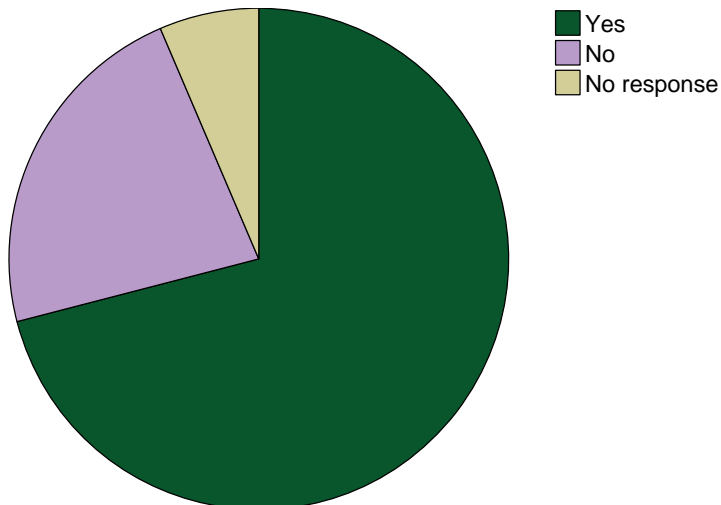
**Immediate plans**



Consideration of living in Southwest VA after graduation:

- ➔ Yes 71.0%
- ➔ No 22.6%
- ➔ No response 6.5%

**Residing in SW VA**



Measured in percentages

	Unimportant	Somewhat important	Important	Very important	No response
Area has a diverse population	<b>29.0</b>	<b>29.0</b>	22.6	9.7	9.7
My Friends moved there	<b>48.4</b>	22.6	16.1	6.5	6.5
Quality of life	3.2	9.7	35.5	<b>45.2</b>	6.5
Recreational activities	3.2	12.9	<b>45.2</b>	32.3	6.5
Climate	3.2	<b>32.3</b>	<b>32.3</b>	25.8	6.5
Closeness to family	6.5	29.0	<b>41.9</b>	19.4	3.2
Access to cultural opportunities	9.7	<b>38.7</b>	32.3	16.1	3.2
Closeness to a metropolitan area	22.6	<b>45.2</b>	16.1	12.9	3.2
Opportunities for social interaction	6.5	25.8	<b>51.6</b>	12.9	3.2
Political climate is aligned with my beliefs	<b>29.0</b>	19.4	32.3	16.1	3.2
Job opportunities in my field	3.2	3.2	29.0	<b>61.3</b>	3.2
To further my education	0.0	22.6	35.5	<b>38.7</b>	3.2
My significant other lives there	19.4	19.4	<b>32.3</b>	25.8	3.2
Strong economy	3.2	19.4	35.5	<b>38.7</b>	3.2
I grew up there	<b>35.5</b>	16.1	22.6	22.6	3.2
I was recruited to work there	25.8	<b>45.2</b>	16.1	9.7	3.2
Diverse opportunities for worship	22.6	22.6	<b>38.7</b>	12.9	3.2
<b>Community</b>	<b>Unimportant</b>	<b>Somewhat important</b>	<b>Important</b>	<b>Very important</b>	<b>No response</b>
Diversity of population	<b>32.3</b>	<b>32.3</b>	25.8	6.5	3.2
Strong sense of community	0.0	25.8	<b>38.7</b>	32.3	3.2
High standard of living	0.0	32.3	<b>41.9</b>	22.6	3.2
Many available local activities	0.0	32.3	<b>41.9</b>	22.6	3.2
<b>Economic Environment</b>	<b>Unimportant</b>	<b>Somewhat important</b>	<b>Important</b>	<b>Very important</b>	<b>No response</b>
Vibrant economy	0.0	16.1	<b>61.3</b>	19.4	3.2
Local government supports business	3.2	25.8	<b>45.2</b>	22.6	3.2
Reasonable taxes	0.0	25.8	<b>38.7</b>	32.3	3.2
Strong economic development initiatives	0.0	22.6	<b>45.2</b>	29.0	3.2

<b>Education</b>	<b>Unimportant</b>	<b>Somewhat important</b>	<b>Important</b>	<b>Very important</b>	<b>No response</b>
Quality K-12 school systems	9.7	16.1	16.1	<b>54.8</b>	3.2
Higher education opportunities	3.2	16.1	25.8	<b>51.6</b>	3.2
Types of jobs requiring a college degree	6.5	0.0	38.7	<b>51.6</b>	3.2
Lifelong learning opportunities	3.2	6.5	35.5	<b>52.6</b>	3.2
<b>Entertainment/Recreation</b>	<b>Unimportant</b>	<b>Somewhat important</b>	<b>Important</b>	<b>Very important</b>	<b>No response</b>
Availability of social activities	3.2	22.6	<b>41.9</b>	29.0	3.2
Quality of nightlife opportunities	19.4	<b>38.7</b>	22.6	16.1	3.2
Abundance of outdoor activities	3.2	29.0	29.0	<b>35.5</b>	3.2
Vibrant downtown	9.7	<b>45.2</b>	19.4	22.6	3.2
Availability of diverse restaurants	0.0	35.5	29.0	<b>32.3</b>	3.2
<b>Family</b>	<b>Unimportant</b>	<b>Somewhat important</b>	<b>Important</b>	<b>Very important</b>	<b>No response</b>
Close proximity of parents	3.2	<b>38.7</b>	35.5	12.9	9.7
Close proximity of siblings	22.6	19.4	<b>29.0</b>	19.4	9.7
Community has strong family values	6.5	19.4	29.0	<b>35.5</b>	9.7
Ample activities for family and children	6.5	<b>32.3</b>	19.4	<b>32.3</b>	9.7
<b>Housing</b>	<b>Unimportant</b>	<b>Somewhat important</b>	<b>Important</b>	<b>Very important</b>	<b>No response</b>
Availability of single-family housing	9.7	16.1	<b>48.4</b>	16.1	9.7
Availability of apartments	6.5	22.6	<b>35.5</b>	25.8	9.7
Downtown living opportunities	22.6	19.4	<b>25.8</b>	22.6	9.7
Attractive neighborhoods	0.0	16.1	<b>48.4</b>	25.8	9.7
Nice mix of housing types available	0.0	22.6	<b>38.7</b>	29.0	9.7

<b>Work</b>	<b>Unimportant</b>	<b>Somewhat important</b>	<b>Important</b>	<b>Very important</b>	<b>No response</b>
Within a 30-minute commute to work	3.2	22.6	25.8	<b>38.7</b>	9.7
Availability of job opportunities in my field	0.0	9.7	32.3	<b>48.4</b>	9.7
Wide range of industries	6.5	19.4	22.6	<b>41.9</b>	9.7
Average wage	0.0	3.2	38.7	<b>48.4</b>	9.7

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

1) Work	2.36
2) Family	3.09
3) Housing	3.86
4) Community	3.86
5) Education	4.09
6) Economic environment	5.05
7) Entertainment/recreational	5.73